

CHAPTER I

INTRODUCTION

The first chapter of this paper is the introduction. It discusses several main points of the research, which include background of study, statement of problem, research objective, research significances, definition of key term, and previous study.

1.1. Background of Study

Language is a bridge of communication that is needed by all human in the world. They convey every single information, communication, and knowledge by language. Language is media for people to express their feeling. However, people are human beings who need other people to live their life. By language, people know the way to show what they want and what they required. Almost every activity in society needs language. They communicate, talk, chat or make conversation use language as media. Therefore language is an important part of society and people's life.

Language used by people is not stagnant but always develops dynamically according to human needs as the users of that language. Several phenomena come to people living and take effect on every part of their life one of them is language. In some cases, rules of conventional language are stagnant to face the phenomena of language use in practical level.

The study of the structure of language in the same case does not yield a satisfying result. In practically, language use often violate the structure of language but precisely make the communication effective and efficient. It makes many studies of language not only concern to study of structure but also concern to study of practical or the way people use the language.

The field of linguistics that study of external aspects or as practical of language is pragmatics. In pragmatic, the study of language involves external aspects that contribute to producing some meaning in particular communication. to involves the external aspect in the study of language is very important because the meaning produced not only by the structure of language but also by outside of language itself.

Yule (1996) notes that pragmatics is a study of utterance meaning as communicated by a speaker or writer and interpreted by listener, hearer, or reader (Yule, 1996). Yule also said that pragmatics different from the other branches of linguistic like semantic, syntax, and so on. Pragmatics is a study that analyzes more than what speaker means by their utterances in conversation or what the words or phrases in those utterances mean by themselves literally. Pragmatics also the study of analyzes what the words or phrases mean based on or related to a context.

Conversation is one of the phenomena of language orally between two participants or more, called speaker and hearer. Generally, conversation happened in relaxed situations and intimated. The conversation is being able to create a cooperative principle between speaker and hearer, therefore, needed knowledge conversational implicature for understanding the speaker said.

Cooperative principles are the principles that must be obeyed by the hearer and speaker when both of them a conversation. There are five principles in the cooperative principle or abbreviated CP and generally called maxim. These principles are; maxim of quality, maxim of quantity, maxim of relation, and maxim of manner. The four maxims will be explained in the next chapter.

When the hearer or speaker ignores the five CP, there is possible to happen an error interpretation of meaning of the conversation, it is usually called non-observance maxim. In several times, non-observance maxim caused implicit meaning then called conversational implicature.

There are two type of non-observance maxim, violating maxim and flouting maxim. This study only focuses on non-observance maxim of type of flouting maxim and implicature that caused flouting maxim.

Grice said, “Implicature is a term to account what a speaker can imply, suggest, or mean as distinct from what a speaker literally says”. That way the implicature can be interpreted as an expression that implies something different from the truth. It's directly proportional to what Gazdar said: "Implicatures are refers to a proposition implied by an utterance in context even though it is not part, nor the entailment of what actually said” (Gazdar, 1979).

Yule delivered the same opinion. He said: “Implicature is an additional conveyed meaning”, from Yule, it can be known that implicature is an additional meaning of what is delivered by the speaker. The meaning of implicature is not from what is conveyed by the speaker but the hidden meaning behind what is conveyed by the speaker. The speaker said that he meant the language differently from what he said. Norrick added that the implicature is a hidden meaning or message of expression that is not indicated or not even found on the speaker's statement (Norrick, 2001).

Moreover, this study will analyze the conversational implicature in The Ellen Show, episodes of The *Kid Geography Expert Nate Seltzer*. The reason why the researcher chose a topic of conversational implicature because the researcher has purposed to develop knowledge about conversational implicature. The researcher means conversational implicature is very important to be understood because as human society, people can not live without making any interaction with another. Almost every interaction needs conversation and to make every conversation work out effectively and efficiently, it is needed to know and understand the rule of conversation, one of them is a cooperative principle furthermore about conversational implicature.

Then the reason why the researcher chose The Ellen Show as object because after watching one by one-video clips of The Ellen Show where Nate Seltzer as a guest

star, the researcher finds many cases of non-observance maxim in the conversation between Ellen DeGeneres and Nate Seltzer. Ellen and Nate make their conversation interesting therefore in the many parts of show Ellen and Nate often found flouting maxim. It caused by the limited duration of the show, Ellen and Nate make some joking or Nate answer the questions as short as possible.

Based on the object of study and the topics of problem therefore the title of this study is *Conversational Implicature in The Ellen Show: Kid Geography Expert Nate Seltzer Episode Clips*, the researcher analyzes the flouting maxim of cooperative principle, conversational implicature and its types, a context that has relation with statement uttered. Example flouting maxims can be found in the conversation in a video clip uploaded on YouTube The Ellen Show on Mar 16, 2017, with the title *Ellen Meets a 5 years Old Geography Expert* as follows;

Ellen: *And what is that on Russia?*

Nate: *It's funny!*

Ellen asks an explanation to Nate about Nate's hand drawing map. Then, she asks one part of that map. Nate said, "That's Russia". Then Ellen asks again about something drawn in Rusian's map and Nate answered: "It's really funny!"

The researcher analyze that conversation is flouting maxim of relation and included Particularized conversational implicature where the hearer, Nate Seltzer answered not following the questions raised by speaker Ellen DeGeneres. Ellen as the host asked what pictures were in the Russian country map, but Nate instead answered with an answer had nothing related to the question.

Many studies of implicature have been discussed in universities especially the major of language and literature. Therefore, it is not difficult to search and find a thesis with the same topic regarding conversational implicature for references. Some of them Muhammad Fikri (2014) entitle *An Analysis of the Conversational Implicature in the*

Film Iron Man 3, Demira Syarifia Agustina in (2018), the title is *Conversational Implicature in Movie Script Tangled*, and Siti Nani Suhaeni (2019), *Conversational Implicature Used in Humor of Central Intelligence Movie*). Here is a short explanation of their thesis.

An Analysis of The Conversational Implicature in The Film Iron Man 3 by Muhammad Fikri from Syarif Hidayatullah State Islamic University in 2014. This thesis discusses a whole of conversational implicature deeply. He tells implicature in the conversation all the characters of the movie. Therefore, this thesis analyzes all conversations by all characters in the movie without make any specific character. Fikri found 14 flouting maxim and found 15 conversational implicatures, three of them are generalized conversational implicature and twelve of them are particularized conversational implicature.

The thesis by Agustina (2018) student of State Islamic University Sunan Gunung Djati Bandung analyzed conversational implied meaning in movie script *Tangled*. She focused on two big topics, there are flouting maxim in the conversation of the movie script and the implied meaning in conversational implicature in the movie script. Therefore, she found 26 data of flouting maxims cooperative principle from that movie script.

The thesis entitled *Conversational Implicature Used in Humor of Central Intelligence Movie* by Siti Nani Suhaeni in 2019 from Islamic State University Sunan Gunung Djati Bandung. Her thesis analyze Conversational Implicature in Central Intelligence, conversation by all character in that movie. She found 34 flouting maxim and 16 conversational implicature.

While this paper just analyzes implicature deeply and clearly of the conversation of Ellen as host and Nate Seltzer as a guest in the *Ellen Show*. Smaller scope than the thesis, this study just focuses on the conversation between Ellen and Nate. Nate came to the show as a guest in different five times. Different from another

thesis, this thesis simpler than another because it just analyzed the flouting maim and type of conversational Implicature in the conversation between Ellen and Nate.

1.2.Statement of Problem

In the show, it is often found the flouting maxim in the conversation between Ellen as the host and Nate Seltzer as the guest in The Ellen Show. Thus, it would be interesting to have further study on it as guided by the following questions.

1. What maxims are flouted that cause conversational Implicature in the conversations between Ellen and Nate in The Ellen Show?
2. What kind of conversational implicature found in a conversation between Ellen and Nate in The Ellen show?

1.3. Research Objectives

Based on the statement of the problem above this study has several purposes, they are as follows.

1. To investigate maxims which are flouted by Ellen DeGeneres and Nate Seltzer in their conversation in The Ellen Show.
2. To find out the types of conversational implicature in The conversation between Ellen DeGeneres and Nate Seltzer.

1.4. Research Significances

This study is supposed to give a contribution or purposes, either theoretically or practically. Theoretically, this study is expected to support the theory of Grice, especially the theory of conversational implicature in conversation. Give information deeper to the reader about pragmatics study in particular cooperative principle and conversational implicature according to Grice's theory with easier and simpler explanations. Practically, this study is expected to be one of the references for the reader or student who interesting in and looking for conversational implicature theory

by Herbert Paul Grice (1975). Furthermore, this study is expected to develop the theory of conversational implicature itself.

1.5. Definition of Key Terms

In this section, the researcher explains briefly the main topics used in this study.

a. Context

Contexts are elements that are out of the language that the speaker used in literal. Context is the background of knowledge of speaker and hearer about the physical and social situation of a conversation relates to social situations, physical and channels of conversation, such as intonation, body language, and facial expressions.

b. Cooperative Principle

The cooperative Principle is some rules maintain that people should be followed a pattern in conversation. Both of speaker or hearer must know, obey and understand the principle for make conversation runs well.

c. Flouting maxim

Flouting maxim is participants, hearer or speaker in conversation non-observance one of four maxim of cooperative principle by Grice (1975), there are, maxim of quality, maxim of quantity, maxim of relation and maxim of manner.

d. Implicature

Implicature is the term of conversation used by Grice on book *Logic and Conversation* by Grice (1975). Implicature is the term of conversation used by Grice to explain what might be interpreted, suggested or intended by speakers, which is different from what speakers actually say.

e. Conversational Implicature

Conversational Implicature is one of the types of implicature. Conversation implicature is the conversation that has implicit meaning behind the word that actually said. Grice (1975) said “ Conversational implicature is an inference. That hearer works with implicit messages in the utterances in conversational interaction” (Grice, 1975).

