

# CHAPTER I

## INTRODUCTION

This chapter presents some points to introduce this research. This chapter consists of background, statement of problem, research purposes, significances of study, clarification of study, and previous study.

### **1.1 Background of the Research**

In social life, human need language as a media of communication between individuals. According to Depari (2017, p. 3), communications is the process of delivering idea and messages conveyed through certain symbols that contain meaning and carried out by the messages to be addressed to the recipient of the message. The hidden thoughts and idea toward others. In communication, of course there are rules for speaking in order to achieve a correct conversation based on language rules.

To achieve goals and facilitate the communication process, it is required to understand the language and context used. Grice in Rusminto (2019, p. 2) argues that what is meant by context is the background knowledge that is shared by the speaker and the speech partner that allows the speech partner to take into account the implications of the speech and interpret the meaning of the speech of the speaker.

In a conversation, sometimes the person doesn't express a meaning of the speech directly, but through the hidden purpose behind the speech, In addition, the phenomenon of communication in society, sometimes bound by manners. Especially if it related to culture in Indonesian itself, which assumes that the longer the speech, it will be more polite (2017, p. 3). If the speech is not polite then the language being heard is also inappropriate, so there is no choice for the speaker to come out of the rules of language. Therefore, sometimes the person violates the rules of speech in order to maintain the manners that exist in the community.

So there are a variety of conversations that go well and end with chaos in the daily life phenomenon. An example of a good conversation is when a bank clerk talks to his customer as informatively as possible, so that the information needed by the

customer can be fulfilled. On the other hand, in a debate, the conversation is often not based on the situation and condition of the partner's speech, and otherwise, so that it ignites emotions and becomes a dispute.

The part of linguistics that studies speech in communication is pragmatics. Pragmatics learn how a speech is carried out and of what is actually the meaning intended in the speech act. According to Levinson (2008, p. 121), pragmatics is the study of those relations between language and context that are grammaticalized or encoded in the structure of language. Pragmatics is the study of those relations between language and context through what is said and communicated and for whom, where and how.

Pragmatics studies explain that good communication follow the “Cooperative Principle” theory. The theory explains how the relevance of information from conversations that violate the rules and those don't violate the rules. As Paul Grice statement (Hidayati, 2018) “make your contribution as required at which stage it occurs by the accepted purpose or direction of what talk exchange in which you are engaged”. The purpose of the cooperative principle is to fluency the process of communicating in order that there is no misunderstanding between the speaker and the interlocutor.

In the practice of communication, the conversation is not always following the rules, sometimes a speaker or interlocutor violates intentionally or unintentionally because of some reason. The case above are named “Flouting Maxim”.Its means when someone fail to fill the maxims and base on that case indirectly produce an implicature.

Political debate is a social phenomenon in the society related to political activities. According to Hendrikus (1991, p. 120), debate is conflicting arguments between individuals or between human groups with the purpose of achieving victory for one side. From this explanation it can be interpreted that debate is political communication as an effort to achieve a victory. Political debates are an open space to convey aspiration to the public directly, usually taking place during presidential elections with the aim that the public is critically choosing a qualified leader.

Conversation in debates is an interesting to study because the candidates must speak with the language that straightforward to help interpret meaning. According to

Nurchahyo (2012, p. 1), debate is a contradiction argumentation, debate aims to explore the reasons behind every point of view. Debate Participants are sometimes flammable with the situation and overwhelmed by emotions because of that they often don't think rationally until out of the rule and possibility of violating the rules of speech that must be obey by them. Debate participants usually use the violation of the cooperative principle as a strategy to achieve success in communication. Debate is a face to face communication process delivered verbally through language with the aim of expressing opinions.

Based on this background, this research is focused on speech violation used by debate participants. This research uses the "2020 Democratic Presidential Debate" to examine the phenomenon. The "2020 Democratic Presidential Debate" is interesting to study because the utterances in the debate has the various implied and explicit meanings. Moreover in the debate, opinions, responses, and criticism were carried out spontaneously which sometimes heated up because of emotions, so they no longer thought rationally and only emphasized a victory. This debate is an event that held by the Democratic Party to elect a presidential candidate from US Democratic Party. As many 10 candidates argued for the tickets to go to presidential election. This debate took place on June 27, politic.

This research will focus on the relationship between violation of the maxim and political strategy. Debate is a relevant object of study considering the purpose of the debate is to fight over the presidency where there will be an element of bringing down opponents and ignoring the rule of conversation that apply. This research uses the theory of pragmatics cooperative principle, implicature and language purposes to analyze the political strategy. The violation of the cooperative principle in the debate round "2020 Democratic Presidential Debate" can be seen in the following example:

CASTRO : Are you forgetting what you said two minutes ago? Are you forgetting already what you said just two minutes ago? I mean, I can't believe that you said two minutes ago that they had to buy in

and now you're saying they don't have to buy in. You're forgetting that.

BIDEN : I said anyone like your grandmother who has no money.

The dialogue above is a speech contained in the debate event in the third round. The conversation occurred when the debate participant (Castro) questioned what Biden had said, where he previously said a statement which was completely contrary to the statement he had just said. From the dialogue, it can be seen that Biden has violated the cooperative of principle because what he asked was irrelevant to the information provided. But for the same person knowing the situation and background the conversation is actually connected.

Therefore, the implicature of the violation arises in which Biden actually clarifies the meaning of the previous statement with a different sentence. Biden made it clear that he only said they had to pay as long as they were able to pay or had money like Castro's grandmother, not that he told everyone will not to pay but only certain groups. From the point purpose of language, the speech has a directive function in which Biden violates the maxims to reject Castro's opinion or straighten out his previous expressions to clear up misunderstandings.

## 1.2 Statement of Problems

Based on the background of study above, the problem statements in this research as follow :

1. What types of flouting maxim are founded in the Election Presidential Debate Candidate US on NBC TV?
2. What is the implicature of flouting maxim found in the Election Presidential Debate Candidates US on NBC TV?
3. What is the language political purpose of flouting maxim committed by the debate participant?

### 1.3 Research Purposes

Based on the background of problem above, the purpose of study in this research are :

1. To identify the types of flouting maxim contained in the Democratic Presidential Debate in NBC TV
2. To analyze the function of the implicature of flouting maxim used by debate candidate.
3. To analyze the political purposes in a debate phenomenon “2020 Democratic Presidential Debate in NBC TV

### 1.4 Research Significance

The result of this study are expected to be beneficial for various parties. It has two major significances i.e practical and theoretical significances :

#### 1.4.1 Theoretical Significance

This research is be expected give contribution in the scope of linguistics study especially about pragmatics.

#### 1.4.2 Practical Significance

- a. For student

The result of this research can be used a reference to understanding more about pragmatics study and become source of knowledge to know linguistics more deeply.

- b. For teacher

This research is expected to be able to give a little thought and help the teacher to easier present the material.

- c. For other researchers

This research can be reference for developing research ideas or additional source for the readers who want to analyze the similar research for the future research.

## 1.5 Clarification of study

### 1.5.1 Pragmatics

This study used the Pragmatics study where pragmatics is part of linguistics that studies the conditions language use by human. Pragmatics explains how the meaning in speech can be communicated, so it helps the interlocutor to understanding of the meaning to be conveyed. According to Levinson (Rahardi, 2008, p. 121) *Pragmatics is the study of those relations between language and context that are grammatically or encoded in the structure of language*. From this definition, it can be concluded that pragmatics as a study of language in human which is related to the context as the basic of the analysis, what does it means by the context is all background knowledge that has by the speakers and speech partners because basically speech is motivated by intentions and objectives.

### 1.5.2 Cooperative Principle

This study used the term of conversation. The conversation can run well when the speaker and the interlocutor try to cooperative, trying to make their contribution according to the ongoing conversation. The cooperative principle is (Hidayati, 2018, p. 249) *“Make your contributions the accepted purpose or directions of the talk exchange in which you are engaged”*. People who obey the cooperative principle in using their language will make sure that what was said in the conversation has a purpose. The speaker must speak, sincerely, relevantly, concisely and clearly while providing sufficient information to talk cooperatively.

### 1.5.3 Flouting Maxims

In conversation or speech there is cooperative principle that must be obeyed. In fact, not all cooperative principles can be obeyed, the speech will go well if the rules cooperative principles are used in speaking otherwise the process of conversation will experience misunderstanding. Disobedience of the speech participants to the rules of cooperative principles, then is called flouting of the cooperative principles.

#### 1.5.4 Implicature

This study used the theory of implicature. Jenny Thomas said (Hidayati, 2018, p. 249) *“When flouting a maxim the speaker does not intend to mislead the hearer but they want to hear it to look for the implicature of the conversation, that is the meaning of utterance directly not stated in the word uttered. Therefore when the speaker intentionally fails to observe a maxim the purpose may effectively communicate a message”*. When there is a violation of the maxim in a speech, it will give rise to an implicature or hidden meaning of the utterance. The conversational implicature is the meaning that is understood by the speech participants but is not and is lacking in what has said.

#### 1.5.5 Political language

Language and politics have a close relationship where both of them has a vital role in the sustainability of social life. As according to Putrayasa (2003: 11) the purpose of using a variety of political languages in is varying sentences used by the authorities (officials), to respect or appreciate, to smoothing, and for emphasis / reinforce the intent. The purpose of politics is to be communicated. According to Siahaan (1991: 68), the effects of political communication are divided into three aspects, namely: cognitive, affective, and behavioral or psychomotor. Meanwhile, according to Leech, the purpose of language is generally classified into several parts, namely assertive, directive, commissive, expressive and declarative.

### 1.6 Previous Study

Pragmatics research is increasingly being carried out as the development of linguistics. There are some previous studies relevant to this present research topic. Based on the result of the literature review, there is a previous study that examined flouting maxim and implicature. They use films and talk shows as the object of study. The previous research of course used a referenc e in this study as a comparison to determine the differences in order to avoid plagiarism.

Previous research was conducted by Rahayu (2018) with the title “Implication of Conversation in Metro TV’s Mata Nazwa Interactive Dialogue with Public Officials Period January to July 2017”. This research only focuses on the manifestations contained in the talk show and what types of implantations are contained in “Mata Nazwa” The purpose of that research is to describe the implicature form and the purpose of conversational implicature in an interactive dialogue on the "Mata Nazwa" talkshow with public officials. The theory used in this research is the theory of pragmatics studies proposed by Leech. In addition, there is also the implicature theory proposed by Yule. The data collection methods used in the study are the listening and note taking methods. The research data was taken from public officials who were indicated to contain implications. The results of the study, found 4 forms of implicature based on speech acts and there are 17 implicatures based on the theory of speech.

A similar study entitled “Flouting of Grice’s Maxim in Jane Eyre Novel by Charlotte Bronte” was conducted by Sholihah (2018). This study has two questions where the first question concerns the number of flouting maxim. As well as the second question about the reason for the speaker to commit the violation. The data analysis in her research is taken from the utterance by the character in Jane Eyre Novels. The theory used in that research is non observance maxim by Grice. Her research used descriptive qualitative research. The result of her research, there are four types of flouting maxim are done by the characters in Jane Eyre novels. They flout maxim of quantity, maxim of quality, maxim of manner and maxim of relevance.

So, those previous studies have the same basis, which is study of speech but this research has difference focus from those of previous study. In addition, there are differences in research questions in previous studies, where the previous research only had two research questions that only focused on violations of maxims and their implications. While in this study there are three research questions which in addition to discussing violations of maxims also discussed the objectives of the political language it used.

The focus of this research study is about the utterances put forward by presidential candidates indicated to contain implicatures. The source of data in this



study is a video showing the democrat party debate in order to bring the 2020 United States presidential candidate from the Democratic Party. Meanwhile the data of this research are the speeches of presidential candidates who are suspected of containing. This research has the aim to find the meaning of flouting maxim committed by debate candidates. The results of previous studies are expected to be able to complement previous research on linguistics, especially in the pragmatics field.

