

CHAPTER I

INTRODUCTION

In this chapter the researcher discusses the introduction which consist of background of the research, statement of problem, research objective, research significance, frame of thinking, and previous study.

A. Background Study

People communicate using language since language is one of the tools of communication. A successful communication need sefficiency in delivering the information that is easier to understand for both the speaker and the hearer. Such condition makes people try to communicate and exchange their thoughts, ideas, feelings, knowledge and assumption in society to make the communication successful. To achieve an effective communication, there is a theory called cooperative principles proposedby (Grice, 1975). They are quality, quantity, manner, and relation. In other words, cooperative principle imposes certain restriction on participants of the conversations to adjust their speech to the maxims. Thus, when people are unable to adjust their speech to the maxims,it is called flouting the maxims. Flouting takesplace when participants areunable to apply certain maxims intheir conversation and leads tomisunderstanding on their conversation.

Communication is a thing which cannot be separated from human's daily activity. In order to live a social life humans need to communicate with others. The communication can be run effectively if both speakers and listeners are able to understand each other messages. Both of them need to deliver their messages cooperatively and mutually accept one and another to get the understanding. On making the communication runs effectively, thus, Paul Grice proposes a rule called cooperative principles. In this principles people need to make contribution such as is required in communication. The speakers need to maintain their utterance to make the information they give still relevant and accepted by the purpose or direction of the talk exchange (Grice, 1975). By this principle, Grice means that

speakers need to shape their utterance in communication in order to be easily understood by the listeners. There are four maxims that Grice (1975) proposes in this theory, they are: maxim of relation, maxim of quality, maxim of quantity, and maxim of manner. To make the conversation runs effectively, the speaker have to observe those maxims.

When people flout maxims of conversation, they put certain implied meaning on their utterances. It means what they say what they mean do not accord. In linguistics, pragmatics is a level that contributes to humans as language users. (Wijaya, 1996) states, in contrast to phonology, morphology, syntax, and semantics that discuss the structur of internal language, pragmatic is a branch of linguistics that develops the structure of language externally, and governs the language Learning the use of context related languages its use. The meaning of language can be understood if the context is known. Pragmatics contrains are the rules of language usage regarding the form and meaning associated with the speakers intent, context, and circumstances. Unsdertanding of language refers to the fact that to understand a language utterence is also needed knowledge beyond the meaning of the gramatical relationship, namely its relation to the context of its use.

The writer chose this topic because it is interesting to be discussed for some reasons. Firstly, in delivering message to the audience the characters in this film sometimes do not utter the message directly. Besides, those characters in the movie are very attractive. Secondly, in communication people tend to speak what is in their mind. They never think about the rules, especially the rules of cooperative principle. The characters flout the cooperative maxim in their communication each other. The characters do not always speak explicitly when they are conveying their ideas. Thirdly, this topic was chosen becauseobserving flouting maxims is needed to investigate and to give clear explanation to the audience who cannot comprehend the flouting situations in order to make successful and meaningful conversations. Lastly, zootopia movie is a popular movie.

In reality, people are not always following the rules of the cooperative principle. They, often times, do not follow the rules. When the rules is not followed by the participant of talk exchange, it is called non-observance maxim. There are

four types of non-observance maxim, and one of the most frequently occur is flouting. a flouting maxim occurs when the speaker in talk exchange saying something that the hearer will only not know the truth and only will understand the surface meaning of words (Cutting, 2008)

Maxim is language rule in lingual interaction, the rules governing his actions, the use of his language, and his interpretations of the actions and sayings of opponents he said. Besides that maxims are also referred to as pragmatics form based on the principle of modesty. The use of the principle of cooperations and the principle of modesty are considered more suitable as a measure of modesty in language, and language size in the conversational actions taken by judy hoops and nick wilde. Because in the maxims of modesty itself there are many types of maxims that can be a benchmark of the politeness of communication spoken by judy hoops and nick wilde.

Modesty is a behavior rule that is determined and agreed upon a particular a society so politeness is a standard of social behavior in society. Therefore, modesty is usually called manners. However, in courtesy there are also violations. The violation is if one of the speakers does not provide the actual information or does not cooperate well, so the opponent does not misinterpret the information provided by the speaker.

This researcher analyzes those comedy scenes in zootopia with cooperative principle theory by grice. Zootopia animated moviess comedy scenes are used to supports the proofing process of yule's statement of breaching maxim. Yule was once said in his book pragmatic, of course, if she had mentioned this information earlier, the story wouldn't be as funny. For the event to be funny, the woman has to give less information than is expected (Yule, 1996). The statement of yule means that by breaching the maxim of quantity can make comedy effect. Hence, this study proves the statement of yule who said that a scene will be only funny and surprising if it breaches not only the maxim quantity but also the other maxim of the cooperative principle. Cooperative principle will only work in an utterance. If there is no utterance, then it cannot be analyzed by cooperative principle.

On understanding utterance meaning, it cannot be separated from its context. Context and meaning are interdependent, thus meaning cannot be communicated without context and context cannot be established without meaning (Nouraldeen, 2015). Moreover, context can limit interpretation as Dascal in Nouraldeen (2015) “*context vigorously limits interpretation in advance that the actual speech stimulus is largely redundant*”. On understanding the meaning of implicature by looking at its context (Cutting, 2008) proposes two types of context, they are : situational context, and background knowledge.

The animation film is one of the best examples to find the use of conversational implicatures and the flouting maxim in the interactions carried out in this zootopia movie. In this animated genre film, it usually shows the interactions carried out by animals in everyday life. The conversations used in this reality series illustrate the problems faced by these animals, especially in the main character, judy hoops. Where Judy Hoops is challenged and wants to prove that rabbits can be police on duty to uphold justice. He wanted to prove that small animals such as rabbits could have a big impact on the prosperity of a city. Judy hoops try their best to prove that a rabbit can be relied on to eradicate crime.

This Zootopia is one of the best films depicting a rabbit who has a childhood dream of becoming the first rabbit officer in the police department in the urban area of Zootopia. Despite being accepted into the Zootopia Police Department. Judy is transferred to the vehicle parking section by Chairman Bogo, who doubts Judy's potential. On the first day, Judy met Nick Wilde and his partner, Finnick. at the ice cream shop. Nick and Finnick get kicked out by an ice cream shop owner because they can't afford Finnick's favorite ice cream. Judy, feeling sorry for them, buys ice cream for them. However, Judy finds out that they tricked Judy. Judy is furious and runs into Nick, while Finnick is gone. Due to Judy's carelessness, Nick can escape.

The next day, Judy left her parking duties to catch Duke Weaselton, the yam thief in the shop. Bogo divorces Judy, but a beaver named Mrs. Otterton enters Bogo's office, begging to find her husband, Emmitt Otterton, one of the 14 missing predators. Voluntarily, Judy was willing to help Mrs. Otterton searches for her husband, causing Bogo to infuriate Judy's defiance. When assistant mayor Dawn

Bellwether praises Judy and tells Mayor Leodore Lionheart that Judy is taking the case, Bogo gives Judy two days to find Emmitt Otterton, on the condition that Judy must resign if she fails to reveal the case.

After discovering that Nick was the last mammal to see Emmitt, Judy blackmails Nick and forces him to confess to taxes with Judy's tape. Nick begged and agreed to help Judy on the condition that the confession tape is deleted. They track Emmitt to Mr. Mafia's limousine. Big reveals that Emmitt, who works as a florist, went "wild" and attacked his driver, Manchas. At the Manchas house, he informs Emmitt that Emmitt was screaming about "night howler," and suddenly, the Manchas turn wild and chase after Judy and Nick. Judy saves Nick by trapping the Manchas and calling the zootopia police for help. When Bogo and the other policemen arrive, however, the Manchas are gone. Bogo demands Judy's resignation, but he is saved by Nick, who reminds Bogo that he still has ten hours to solve the case. Bogo allows Judy to finish it and when they leave, Nick informs Judy that he was bullied in his childhood because he was a fox. Feeling pointless to defend himself about the fox's behavior, he became a master con man.

Bellwether provides Judy and Nick with CCTV access to Zootopia city traffic. They find Manchas, who was captured by the wolves, who are suspected of being "night helpers". They find Emmett and the other predators imprisoned in the Cliffside mansion when Mayor Lionheart hides them from the public and Dr. Madge Honey Badger tries to find the cause of their strange behavior. Judy summons the zootopia police and Mayor Lionheart and the other parties involved are arrested at the hospital, while Bellwether becomes the new mayor. Judy, praised for solving the case and befriending Nick, asks Nick to join the zootopia police and become his partner. When Judy disappoints Nick by making a biological cause for her strange predatory behavior at a press conference, however, Nick leaves Judy with a rage. Feeling guilty, Judy resigns from her job amid protests against predators.

Returning to the village of Bunnyburrow, Judy learns from her parents and her childhood bully, Gideon Gray the fox, that the "night howler" is a poisonous flower, which has severe psychotropic effects on all mammals. After Judy returns

to Zootopia and reconciles Nick in tears, they catch Duke Weaselton and discover that the yams stolen by Weaselton were the material for making the "night howler," which was given to a ram named Doug. They find Doug in a laboratory hidden in a subway tunnel, creating a "night howler" serum that is fired at predators through a rifle.

Before they go to the zootopia police, Bellwether steals the rifle as evidence and reveals himself to be the mastermind behind the conspiracy. Judy and Nick fall into a hole in the museum by the ram's bodyguard Bellwether after Nick refuses to leave an injured Judy. Bellwether shoots the serum at Nick, making Nick become wild and want to kill Judy. Then, Bellwether sets a trap by calling the zootopia police that Judy was badly injured by a predator. However, Nick had disarmed the rifle by changing the serum to blueberries before being stolen by Bellwether. Enraged, Bellwether threatens to frame Judy and Nick, as Bellwether did to Mayor Lionheart, but Judy has recorded Bellwether's confession. Bogo and other zootopia police officers arrive and arrest Bellwether and her bodyguard. Lionheart is not aware of Bellwether's involvement, but Lionheart states that he has good reasons to imprison the predator. Finally, the predator is cured with the antidote, Judy rejoins the zootopia police and Nick becomes the city's first fox officer and Judy's partner, while Bellwether and Lionheart remain in prison.

Judy Hops is the main character who often gets ridicule by all the animals in this zootopia film. In everyday life, he always gets behavior and harsh words from other animals that belittle him. Even judy hoops often break the adage in his conversation to give the signal that he doesn't like what they are talking about him that doesn't deserve to be a cop.

How judy hoops as the main shop and other animals that often break the adage, then become the reason why researchers chose this film as the object of study. Researchers want to know the types of flouting maxim, conversational implicature and analyze the implied meanings of the conversational implicatures.

B. Statement of Problem

In general, in one scientific paper only one problem statement is needed. As for some researchers who compile more than one problem statement, of course it is permissible, but the second, third and so on questions are usually derived from the first question that forms the core of the first problem formulation. The next question must at least always be related to the core question asked.

The author uses one object in this study. The author lists several linguistic theories used to analyze the problem in this study. the writer seeks out the types of maxims and analyzing the flouting conversation maxim in the zootopia movie. Therefore, these matters will be formulated in the following three questions:

1. What types of flouting conversation maxim are found in *Zootopia* movie?
2. How is the context of situation constructed in *Zootopia* movie?
3. What implicit meaning of the implicature is grasped in *Zootopia* movie?

C. Research Objective

The researcher must demonstrate the importance and influence of this research. Researchers know that conversation and communication have become an important part of everyday life, including the conversations that are carried out on these animals. and can say a lot about the animals themselves. In accordance with the formulation of the problem, the objectives of this study are as follows:

1. To explain types of flouting conversation maxim are found in *Zootopia* movie
2. To describe the context of situation constructed in *Zootopia* movie
3. To understand the implicit meaning of the implicature is grasped in *Zootopia* movie

D. Research Significance

By conducting this research on maxim flouting, the researcher expects that this research can contribute to give some advantages. Theoretically, this research is expected to give deeper understanding in the analysis of maxim flouting depicted

in a movie. The researcher also expects that this research can be a reference in analyzing maxim flouting under the umbrella of pragmatics. Practically, this research is expected to show some kinds of maxim flouting. It can show that being cooperative in a conversation can be done by both obeying and flouting maxims using some strategies. Furthermore, it is useful for people to be more aware of being cooperative in a conversation in order to make the conversation run smoothly. They can also avoid misinterpretation in the use of maxim flouting in a conversation.

The researcher hopes this study will be useful. Therefore, these are the significant that the researcher hopes:

1. Theoritically

Theoretically, this research is expected to give such contribution in linguistics field, especially in Pragmatic on understanding flouting conversational maxim in the zootopia movie.

2. Practically

Practically, the usage of this research is adding knowledge for writers and readers. This research can help other by adding information about analysis of flouting conversational maxim in the zootopia movie.

Practically the research findings will be useful for:

a English Lecturers

This study is expected to contribute to the teaching of pragmatics, especially on conversational implicature in movie. Lecturers can use the findings of this study as an additional resource in Pragmatics subject.

b. The students of English Literature

This research can be used as another reference for the students of English Study Program who want to conduct research on pragmatics, particularly based on the theory of conversational implicature in movie.

c. Other readers

This research hopefully gives a preview of conversational implicature and how it has the relation with mental condition of individuals in the context in the serial for other students.

d. Other Researcher

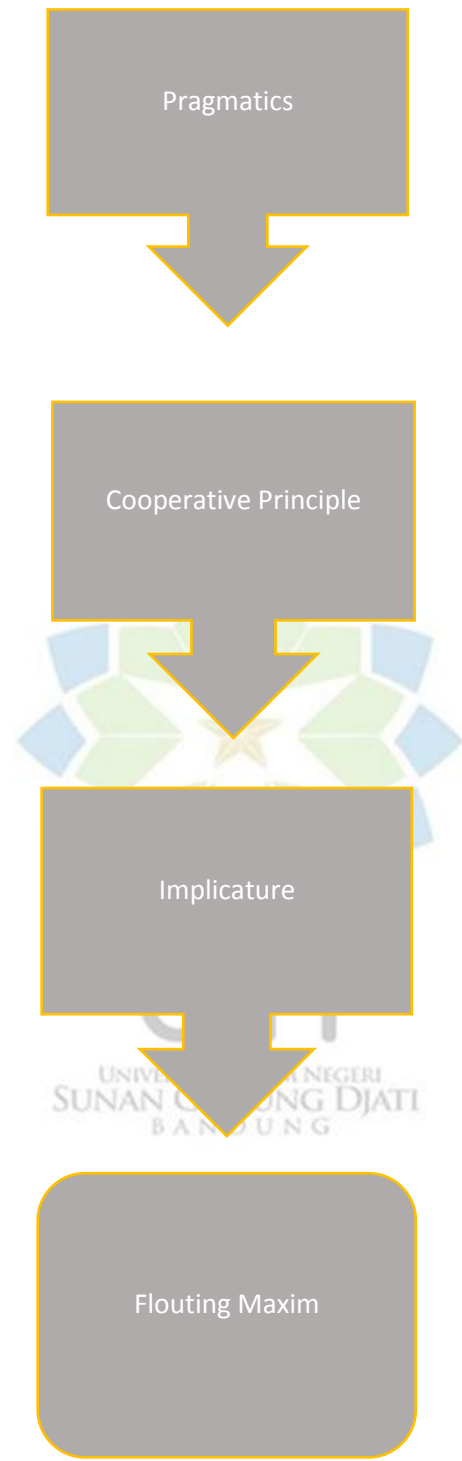
This research hopefully can help other researcher who wants to analyze the conversational implicature in movie.

E. Frame of Thinking

The focus of this research is to analyze the types of flouting proverbs and conversation maxim found in the zootopia movie as the object of research. The researcher chose this film as the object because it has a very real representation of the problems faced by the main character in this film in his life. In this comedy genre film, the main character, judy hoops, has a unique way of communication that can make others trust him. In analyzing this unique way of communication, researchers will use several linguistic theories, especially pragmatic theory and combine them with the theory of language use.

The first thing the researcher does is categorize the types of proverbs that the main character Judy Hoops and other characters who are the object of this research. In categorizing the types of proverbs offenders, the researcher uses the cooperative principle theory proposed by Paul Grice. In addition, to support this theory, the researcher also uses Joan Cutting's supporting theory about the saying of mocking.

As for the relationship between the comedy genre in this film, flouting maxim, conversation and implications, the researcher will explain in the following illustration:



(Grice, 1975) uses the cooperative principle so that the conversations carried out by individuals in their daily lives are as effective as possible. For communication to be effective, there are four types of saying that must be observed. They are a saying about quality, quantity, relationship and way. This theory helps researchers in understanding how the main characters of the series communicate with others. However, people usually ignore principles which make them despise those principles.

Examples of the proverbial transgression can easily be found in this zootopia film. In this film we can easily find the utterances that other animals make to Judy Hoops. And in this film describes how they communicate. For example, in this zootopia film, it shows the story of a rabbit who dreams of becoming a police officer when he grows up. Both the plot and the conversation in the show are made as clear as possible.

The researcher uses the theory of flouting maxim (Cutting, 2008) to get better understanding of what Judy Hoops, the main character of the shows, uttered. Flouting maxim theory is used as a tool to find out whether Judy Hoops is observing the maxim. With this theory, the researcher can find the types of flouting maxim which done by Judy in her communication. These types of flouting which are found in Judy's utterance then will be broken down to find Flouting conversatin maxim

By flouting maxims, the participants of the conversation seem to be uncooperative but actually they do. The participants themselves have certain intentions of flouting the maxims. There are some intended meanings and certain purposes which are conveyed by the speaker behind the utterance where maxim flouting occurs. Hence, by flouting the maxims, the participants are not said to be uncooperative in a conversation. It is because maxim flouting is a way to make the hearer look for the real meaning beyond what is said implicitly by the speaker.

A movie is one of some kinds of entertainment. (Thompson, 1997) state that movies are equal with buildings, books, and symphonies. It is an artifact that is made by humans for humans' purposes. Movie is defined as an art that can be a reflection of humans' life since it is made based on social phenomena and cultural values. It is also classified as a form of spoken discourse in which the phenomena

that the researcher analyzes, that is maxim flouting, are reflected. Movies have some aspects which can reflect the phenomena clearer than other media. In movies, unlike in novels, the phenomena are depicted clearer through the context, setting, facial expression, and the like. Hence, analyzing maxim flouting through a movie can represent the analysis of maxim flouting in the real life. There are many movies that can be analyzed in terms of the occurrence of maxim flouting, but in this research, the researcher chooses zootopia as the subject of the study. When speakers flout maxims, they produce implicature. This implicature need to be interpret to understand what the speakers really mean in their utterance. To understand implicature in utterances, the researcher use the theory of context in pragmatics by Joan Cutting. With this theory, the researcher interpret the implicature based on three context which is proposed by Cutting.

F. Previous study

There has been some previous research on the implicature of speech and abusive proverb, but they have focused solely on the kind of saying that is derogatory. Previous research objects were usually films, songs, or comics. The researcher chose four studies that were used as previous studies. The results of the research are as follows:

The first is "An Analysis Of Conversational Implicature On The Monsters University Movie" by Romadhona (2016). This thesis only focuses on interpreting the meaning of the implicatures that occur and the adage of politeness that is violated. It analyzes how these utterances violate the adage of politeness, what they do, and how to interpret the meaning of implicatures. The object used in this research is the animated film produced by Disney images.

Second, "Realization of Maxim in Speeches of Teenagers in Siring Banjarmasin (The Realization Of Speech Maxims In Speech Teenegers In Banjarmasin Siring)" The first study is thesisi by Fitriani by a student from IAIN Antasari Banjarmasin, a language service center. The first previous study the author conducting a study maxim in implicature of youth children at siring Banjarmasin. In here, Fitriani research equation with the research conducted in the research of

Sani was found to be a violation of the principle of cooperation, namely the maxim of quantity, maxim of quality, maxim of relevance, and maxim of implementation. Then the difference can be seen in terms of the problems studied. Fitriani studied about the implicature of Youth Children at Siring Banjarmasin while investigated the violation of Conversational implicature in the Zootopia movie.

Third, "The Act of Maximum Relevance Violation In the Film Marmut Merah Jambu". The second study is thesis by Sani from mataram university. In this study the author conducting the problems discussed in this study are the form and meanings of conversational implicature contained in speeches in the Marmut Merah Jambu movie. In here Sani was found to be a violation of the principle of cooperation, namely the maxim of quantity, maxim of quality, maxim of relevance, and maxim of implementation. Then the difference can be seen in terms of the problems studied.

Fourth, the Proverb of Harassing Conversations in "Tintin's Comic Adventure", the Secret of the Unicorn and the Treasure of the Red Rackham "by Ulfah (2019). This research has two main focuses, namely to determine the types of flouting maxims that occur in comics and to find the strategies used by the speaker in conveying flouting maxims: Researchers found all kinds of offensive proverbs and four strategies including metaphors, exaggerations, disparaging statements, and irony.

In contrast to previous studies, this study will focus on flouting conversational maxim. Researchers will analyze the types of proverbs of violators using Paul Grice's theory of cooperative principles. From the description of the background, the researcher took the title of "flouting conversation maxim in the zootopia movie" because the researcher wanted to know the principles of politeness and cooperative action of speech by Judi Hoops and Nick Wilde.

The purpose of this background is to create the first problem, we can not look for problems according to the title of our thesis, but the title of the proposal must be in accordance with the problems that we find. Problems don't have to be complicated, problems can come from things you like, it can make you more enthusiastic about working on thesis. The second is to look for supporting data.

After finding the problem, the next thing you need to do is look for supporting data for your problem. Can be from literature, interviews or observations. After both of the above are ready then look for a solution to the problem. Even if the solution is not random, the solution must be supported by reliable references whether from the opinion of experts, previous research, etc.

