

CHAPTER I

INTRODUCTION

The first chapter is an introduction explains the general description of the research. This chapter contains the introduction of research. It contains of the background of research, the statement of problem, research objectives, frame of thinking and the previous studies.

1.1 Research Background

The use of language in everyday life will always involve the selection of certain words or expression that can reflect the speakers' true feelings. In social life, language has the properties of communicative, expressive, and intergrative. Many problems occur because of the use of words that can lead to misunderstandings and damage the relation between social-being. As we know, some people make language as a tool for sarcasm, it depends heavily on the situation, the conditions, and also who we speak to.

Through language, the communication can express the feelings and thoughts. Language is a system of symbols that are meaningful and articulate sound (generated by said tool) which are arbitrary and conventional, which is used as a means of communicating by a group of human beings to give birth to feelings and thoughts (Wibowo, 2001:3). On the other hand, language is a tool of communication that can express the identity the user as a speaker.

In doing a communication, "implicit meaning" aims the speaker to hide the truth. This topic is part of pragmatics which has a problem in translating the meaning, such as misunderstanding because of social status based on who speak and to whom. It means that language is important in delivering what we need or what we would say because language interacts with every aspect of human life in society. A good language

can bring a good communication means that communication has an important roles that can deliver the feeling, thoughts, and informations.

Every word that is spoken has a meaning, both written and implied. Speaker and hearer must understand the meaning of what they said to avoid the miss-communication. When the speaker in communication producing the meaning, the hearer has to know what the purpose of its meaning, so the communications work well. If the participants make the conversation run unambiguously, it might because they do not know the context.

In communication process, the hearer can interpret many implied meanings what the speaker said based on their perspective. The use of implicit meaning in doing the conveying the information might not easy because the hearer will mislead or misinterpret the true meaning. They might use the implicit meaning in conversation in order to hide their true meaning and only them who knows their own meaning.

In a conversation, the speaker assumes that the hearer can cooperate the interaction so that they can achieve the desired target in the discussion or conversation. Therefore, the speaker assumes that the hearer has the same base of provisions as the speaker. This is called cooperative principle which explains what are the basics or principles in an individual's interaction with another individual in order for their interaction to work properly and reach the target.

According to Grice (1975), cooperative principles divided four basic maxims which are support these principles are as follows: maxim of quality (The speaker says what s/he believe to be true), maxim of quantity (the speaker must give the information certainly which nothing less and nothing as required), maxim of relevance (This maxim proposes spekaer to be relevant which speaker's utterances has relevance with the topic), and maxim of manner (The speaker must be clear and not ambiguity). In interacting, there are always factors that make the conversation not work well which can flout the cooperative principle in conversation or named flouting maxim. This

occurs because they have different cultural and linguistic experiences between the speaker and the hearer which can lead to fail assumptions.

In addition, participants in conversation do the flouting maxim because of various purposes, such as to impact, defend, and express annoyance. In conveying the information, the speaker uses indirectly meaning in order to hide the true meaning of their utterances. It might happen because the participant has differences social status and also have differences knowledges and unknown contexts.

Social status is a concept that explains a person's position in their society member. It shown from their economic status and position where everyone has different social roles. Social status is a matter that affects a person's life whether coming from noble family or not, rich or poor, valued or not, and also coming from the characters' history, a culture that can be seen from how one treats others based on their social status. this is often reflected into many works, one of them movie.

Movie can change people's opinions and their perspectives on life. Movie has big power in society which affect through giving individual people the opportunity to fantasize and inspire them about who and what they want to be. Crazy rich Asians movie is romantic genre movie which directed by Jon M. Chu. This movie talks about social status. It follows an American professor who falls in love with The richest family Singapore son named Nick with shows the differences social stratification between two social status types: Higher social status and lower social status.

In the end, this research discusses the social status which influencing the characters who disobeyed the maxim of cooperative principles in conversation that shows in their utterances thus this reseach entitled The Impact of Social Status in Maxim of Cooperative Principles in Crazy Rich Asians Movie.

1.2 Statement of Problem

Social inequality is very important for the upper social class to maintain their image and self-confidence. This is reflected by the characters' utterances which flouted

the maxims of cooperative principles in Crazy Rich Asians Movie. Based on the research background, this study formulated three research questions as follows:

1. What maxims of cooperative principles are flouted by the characters in Crazy Rich Asians movie?
2. What are the social statuses of the characters who flout the maxims of cooperative principles?
3. How does social status impact the characters in flouting maxim of cooperative principles?

1.3 Research Purpose

This research has three research purposes in analyzing the flouting maxim of cooperative principles as follows:

1. To identify maxims of cooperative principles flouted by the characters in Crazy Rich Asians Movie.
2. To investigate social statuses of the characters who flouted the maxim in Crazy Rich Asians Movie.
3. To analyze the impact of characters's social status in flouting maxim of cooperative principles in that movie.

1.4 Research Significance

This research is used cooperative principle theory by Grice (1975) which a principle in conversation that makes the conversation runs effectively. The researcher hope this research could be increasing the knowlidges about cooperative principle based on linguistics studies in order to make the conversation more effective and effesient to reach a goal in communication.

1.5 Conceptual Framework

In this research, the researcher focused on flouting maxim of cooperative principles used by characters in Crazy Rich Asians Movie. Flouting occurs because the speaker has failed to convey information to the hearer. This flouting is usually carried out deliberately by a speaker in order to make hearer has another meaning in receiving information.

Not only that, the researcher also discusses about the differences social status in each characters such as their different culture although they are same Chinese, but they have different between native Chinese like Nick's Family and Rachel Wu who is Chinese but lives in America and also people from Asians still hold the stereotypes about American women who only catch their her own dreams and the most noticeable in this movie is the difference in social status which do many flouting maxims of cooperative principles in order to hidden the truth of speaker's utterances.

1.6 Clarification of Key Terms

1. Status

Status is a place or position of a person in a social group in a society that is related to another person in that group. Person who has higher position in society is will be a dominant character because they can play a role in their society.

2. Social Status

Social status is a concept that explains a person's position in social stratification. It is usually divided into two types, such as higher social status dan lower social status based on person's economics status, education, profession, and cultural background.

3. Maxim

Maxim is a norm or something that make sense for other to accept. On the other hand, maxim can be called as a form of pragmatics based on cooperative principle in conversation.

4. Flouting Maxim

In conversation there's always the participant who makes the conversation run ineffectively or it called flouting maxim. It occurs because the participant disobeys the cooperative principle in conversation.

5. Cooperative Principles

Cooperative principle is a role in conversation that helps the conversation run effectively. Both speaker and hearer must be cooperative in doing the conversation.

6. Movie

Movie is one branch of the art or part of motion picture that give the value. Nowadays, movie becomes the favorite things to interest the audience with their plot, visual, and their characters.

1.7 Organization of the Writing

An organization of the writing will underline each chapters of what this research is going to be discussed which divided into five chapter of this research, as follows:

- Chapter I
Chapter I is introduction. This chapter presents the background of research, the statement of problem, research objectives, frame of thinking and the previous studies.
- Chapter II
Chapter II is theoretical framework. It covers the explanation of definition of pragmatics, cooperative principle in conversation, social status and movie.
- Chapter III
Chapter III is research method. It includes the explanation of research design, sample of data, technique of data collection and the technique of data analysis.
- Chapter IV
Chapter IV is analysis and discussion. In this chapter, the researcher conveys the types of maxim and the impact of social status of the characters who flout the maxim of cooperative principle.
- Chapter V
Chapter V is conclusion and suggestions. This chapter presents the conclusion of this research based on the research questions.

1.8 Previous Study

The researcher has to do the further step to support this research. This kind of step is reviewing the flouting maxim of cooperative principles and previous research which are relevant to the problem and the object of current research. The aim is to emphasize research, research position and as supporting theory in order to develop the

concept of research. Few studies that related to flouting maxim of cooperative principles theory have contributed to enrich the process in this research. These will be pointed out as follows:

The first previous study is a thesis entitled *Flouting Maxims Pada Percakapan Film Djago Unchained Karya Quentin Tarantino: Kajian Pragmatics* By Kurnawan (2015). In his research, he focused on flouting maxims that occurred because speakers and speech partners provided more or less information than their need, provided information that is clearly incorrect or he did not have sufficient evidence, made very clear responses irrelevant to previous topics, and provided unclear or ambiguous information. The contributions of this study are giving an example to analyze the topics with the same theory of Paul Grice but has a different object.

Different from the first previous study, the second one is a thesis that titled *Flouting Maxim Used By Characters In Frozen Movie* by Fahmi (2015) is more focused on the situation which became the factors of the character flouted the maxim based on the situation in the conversation in that movie and also has different focused with this research which focussing on the impact of social status of the character who flouted the maxim. This previous study used 2 theory, first is Grice's theory about cooperative principle and the second one is Halliday's theory about the context of situations. The contributions of this study are giving an example to analyze the topics with the same theory of Paul Grice but it has a different object and context.

The third study previous of this thesis is titled *A Pragmatic Analysis of Maxim Flouting Performed by Solomon Northup In 12 Years A Slave Movie* by Fatmawati (2015) which used both qualitative and quantitative approaches based on data analysis and characters's utterances who flouted the maxims. This research concern with the types of maxim that flouted by the characters, irony and metaphor as indicated of flouting maxim, and the reason why characters do the flouting maxim. The

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The fourth study previous of this thesis is titled *A Pragmatic Analysis of Maxim Flouting Performed by Solomon Northup In 12 Years A Slave Movie* by Fatmawati (2015) which used both qualitative and quantitative approaches based on data analysis and characters's utterances who flouted the maxims. This research concern with the types of maxim that flouted by the characters, irony and metaphor as indicated of flouting maxim, and the reason why characters do the flouting maxim. The contributions of this study is giving an example to analyze the topics with the same theory of Paul Grice but it has a different object and research approach.

The fifth previous study is from a journal which titled *Realisasi Maksim Tutur Dalam Tuturan Anak-Anak Remaja Di Siring Banjarmasin* (The Realization Of Speech Maxims In Speech Teenagers In Banjarmasin Siring) by Fitriani (2017) which has different object from the previous studies before. This journal discussed maxim of speech which has relation with cooperative principles. The contributions of this study is giving an example to analyze the topics with the same theory of Paul Grice with different analysis and object but this journal really help the researcher to get the more knowledge about cooperative principles.

The sixth previous study is from a thesis which titled *An analysis of social status stratification and its impact on woman in jane austen's persuasion* by Dary (2017). This thesis discussed findings and analysis that can be found in the novel is about social class differences. The contributions of this study is giving an example to analyze social status with different analysis and object but this thesis really help the researcher to get the more knowledge about social status.

The seventh previous study is from a journal which titled *The Flouting Of Maxim In The Se7en Movie Script* by Ibrahim (2018). This journal discussed the flouting maxim analysis which disobeyed by the characters in *The Se7en Movie Script*

and discuss what the motivate of the characters to do it. The contributions of this study is giving an example to analyze the topics with the same theory of Paul Grice with different analysis and object but this journal really help the researcher to get the more knowledge about cooperative principles.

The eighth previous study is from a thesis which titled *Flouting Maxim Analysis On Dialogue Of Characters In Pitch Perfect Movie* by Nuringtyas (2018). This thesis discussed the observation characters who do the flouting maxim in Yemeni dialec and also explained the types and reasons of the characters do the flouting maxim. The contributions of this study is giving an example to analyze the topics with the same theory of Paul Grice but it has a different object and research approach.

The ninth previous study is from a thesis which titled *Pengaruh Social Status Ekonomi Dan Daya Juang Terhadap Motivasi Berprestasi Mahasiswa* by Febriyani (2019). This thesis discussed impact of socioeconomic status and fighting power together on the motivation of achievement by 2.6%. The relationship is positive or directional which indicates that, if the socioeconomic status and fighting power are high, then the motivation of high achievement. The contributions of this study is giving an example to analyze social status with different analysis and object but this thesis really help the researcher to get the more knowledge about social status.

Those previous studies really help the researcher in analyzing the thesis which entitled “The Impact of Social Status on Flouting Maxim of Cooperative Principles in Crazy Rich Asians Movie”. Different from those above, the researcher discusses flouting cooperative principles in conversation that has relation with social status based on the theory of Grice (1975) based on characters movie’s utterances. Finally, this research will show the reason why the characters flouting the maxim of cooperative principles in conversation in Crazy Rich Asians Movie based on charachers’s social status.