

CHAPTER I

INTRODUCTION

A. The Background of the Study

Language is a complex system of communication to enable human to cooperate. Human use language as a way of signaling identity with one cultural group and difference from others. Even among speakers of one language several different ways of using the language exist and each is used to signal affiliation with particular subgroups within a larger culture. (wikipedia.org/wiki/Language)

As a social being, we interact with others to share information and beliefs, exchange ideas and feelings, make plans, and solve problems. And to make this interaction runs well, we need a communication to express feeling and experience in spoken and written modes in order to get something meaningful.

Communication is a very significant part in our life as a social being, because without communication, we would not be able to function. During every single day of our life, we meet so many people and do so many activities. However communication occurs, it is essential in helping us initiate, develop, control, and sustain our contact with others.

Communication is the process of sending, receiving and interpreting messages through which we relate to each other and to our larger world as well (Smith, 2001; 20). Communication is usually described along three major dimensions; they are content, form and destination. Communication includes acts that declare knowledge and experiences, give advice and commands and ask questions. These acts may take many forms, including gestures (nonverbal communication, sign language, and body language), writing, or verbal speaking.

The form depends on the symbol system used. Together communication content and form make messages that are sent toward a destination. The target can be oneself (self-talk) or via diaries (intrapersonal communication), another person (interpersonal communication), or another entity (such as corporation or group).

Verbal communication is the ways to convey meaning in communication. Verbal communication is one way for people to communicate face-to-face with sounds, words, speaking, and language. Conversation is the form of verbal communication, which requires at least two or more people. Talking to one self is not conversation whatever else it is. With conversation, we are exchange opinions, ideas and even to express feelings but the primary goal is the pleasurable exchange of talk, no matter what the topic. Once the talk has begun, aware or not, we have the obligation to keep it going. If we want to discontinue it, we must do it gracefully. If for some reasons we are forced to end a conversation, we are required to offer an apology. How well we master these activities may have a major impact on our lives. For a successful conversation, the partners must achieve a workable balance of contribution.

A successful conversation includes mutually interesting connections between the speaker and things that the speaker knows. For this happen, those engaging in conversation must find a topic on which they both can relate to in some sense, and naturally tend to relate the other speaker's statement to themselves. They may insert aspects of their lives into their replies, to relate to the other person's opinions or points of conversation.

Conversation is very often spontaneous, natural and informal. However, even at its most casual, conversation is governed by rules and principles of language and behavior. By participating in a conversation, speaker implicitly agreeing with the other person to cooperate in trying to understand what each is saying. According to the philosopher H. P. Grice, a speaker is assumed to say something which is true and to the point and is assumed not to withhold any relevant information. Grice explains, make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.

Specifically, he claimed those speakers are expected to observe the following rules or maxims. In the maxim of quantity, speaker should be as informative as necessary to communicate the intended meaning. In the maxim of quality, speakers are required to say what is true. In the maxim of relation, utterances are relative to the context of the speech. And maxim of manner, speaker try to present meaning clearly and concisely, avoiding ambiguity. By following these rules, a pleasant conversation may be required.

One form of communication is dialogue. It has been planned and written before the purpose of something while conversation is a form of communication that happens in a real life, but still have similarity with the real conversation. One example of a dialogue is a movie script.

Nowadays people tend to violate maxims especially in their daily conversation. Maxim Violation happens when there are several reasons a speaker might break one of the rules such as, the speaker blatantly fail to obey the rule

with the intention of having the hearer recognize that the speaker is disobeying it, or the speaker simply chooses to violate the rules with no intention to generate an implicature and with no intention to deceive (Thomas, 1995; 74). Violation, According to Grice (1975), takes place when speakers intentionally refrain to apply certain maxims in their conversation to cause misunderstanding on their participant's part or to achieve some other purpose. Indicating a violation of maxims, Grice introduces three categories of violation of maxims and they are minor violation (when a person that might essentially come out and tell they are violating a maxim and why), maxim clash (when a speaker violate one maxim in order to preserve another), and flouting or major violation (a very complex of violating cooperative principle in conversational terms). And this violation can happen to each maxim.

A movie or film as a literary work performs the application of human life. There is a time when the characters make a conversation, they will occasionally try to convey their idea but is not well responded by the other participants. It means that they violate the cooperative principle.

Based on the theory, the writer intends to conduct a research on cooperative principle in order to know what violation maxim occurs in the conversation between actors in a movie. Furthermore, the writer decides to analyze one of box office hit, an animation action comedy movie '*Kung fu Panda 2*'. This movie was nominated for the 2011 Academy Awards for Best Animated Feature at the 84th academy awards. It is the sequel to the 2008 film *Kung Fu Panda*, in which Po and his friends battle to stop a would-be conqueror with a

powerful new weapon, with the giant panda discovering a disquieting link to his past in the process. The movie was released on May 26, 2011. It was also a commercial success surpassing the original film and, like the original film, is the highest grossing animated feature film of the year. (http://en.wikipedia.org/wiki/Kung_Fu_Panda_2_).

There has been research related to the Maxim Violation, Hasibuan (2011), he analyzed the types of Maxim Violation and the most dominant types in a movie with the title “Pirates of the Caribbean: At World’s End”, and he found that there are all the maxim violation in the “Pirates of the Caribbean: At World’s End” movie. Maxim Quantity is the most dominant violated in the movie.

The writer chooses maxim violation in a movie with different genre from the previous research. The previous researcher analyzed a movie with genre Adventure (Pirates of the Caribbean: At World’s End movie), but in this research, the writer analyzed a movie with genre Action-Comedy. Adventure films are usually exciting stories, with new experiences or exotic locales, very similar to or often paired with the *action* film genre. Action films usually include high energy, big-budget physical stunts and chases, possibly with rescues, battles, fights, escapes, destructive crises, and comedies are light-hearted plots consistently and deliberately designed to amuse and provoke laughter by exaggerating the situation, the language, action, relationships and characters. Thus, by doing this research the writer wants to find out the violation of maxim in a movie with Action-Comedy genre and to compare the result of this study with the previous research with the different genre movie

The aim of analysis the subject matter “The Maxim Violation” in terms of English Language Learning is to explain the cooperative principle and the four maxims, and to find examples the violation of maxim in verbal communication. Van Dijk (1977; 46-54) states that all Gricean Maxims are violated in literary communication, that the speaker ‘opts out’ from the contextual principles of ordinary conversation and that the ‘Cooperative Principle’ does not hold. He proposes the so-called Cooperative Principle from which the four literary counterparts of the Gricean principle are derived. Furthermore the writer will find out why the maxim is violated in certain situations and which maxims that are violated.

B. The Problem of the Study

For this research, the research problem is to describe what violation of maxims that occur in the conversation in the “Kung fu Panda 2” movie. To help the writer do this research, the research questions are formulated as the following:

1. What types of maxim are violated in the “Kung fu Panda 2” movie?
2. Which maxim is the most violated in the “Kung fu Panda 2” movie?
3. What is the implication of the dominant maxim which is violated in the “Kung fu Panda 2” movie?

C. The Objective of the Study

The objectives of the study are to discover the violation of maxim which is found in Kung fu Panda 2 movie. By determining the categories of maxim violation, it is directed:

1. To find out the types of maxim violation in the “*Kung fu Panda 2*” movie
2. To find out the dominant of maxim violation in the “*Kung fu Panda 2*” movie
3. To describe the implication of the dominant maxim which is violated in the “*Kung fu Panda 2*” movie

D. The Scope of the Study

It is necessary to make the limitation of the study. The main point of the study is related to the main character’s spoken word in movie comedy scripts entitled “*Kung fu Panda 2*”.

The writer uses the Grice’s Cooperative Principle theory to identify the violation of maxim that is found in *Kung fu Panda 2* movie script. All kinds of maxim that are classified according to its function become the scope of the study such as; Maxim of Quality, Maxim of Quantity, Maxim of Relevance, and Maxim of Manner.

E. The Significance of the Study

The findings of this study are expected to be useful for:

1. The students and those who would like to know more about maxim violation. By knowing the violation in maxim, the students should try to avoid and decrease the maxim violation usage when they perform a talk exchange or conversation.
2. The teachers as a teaching material to be used in an understanding the meaning of utterances in conversation.

3. The researchers as inspiration to conduct a more in-depth research in order to have a better knowledge in understanding the meaning and message contains in a talk exchange.



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