

CHAPTER I INTRODUCTION

A. The Background of Study

In daily conversation, the conversation does not always run well. Some times in our conversation there are so many implied meaning in our conversation to make the conversation is more interesting than usual. Or another way, sometimes the speakers always say something and mean either directly or indirectly thing else. In conversation, the speaker(s) and the hearer(s) can achieved an ideal communication when they have a good interaction and try to cooperate to each other so that they understand and there is a correlation to the current topic which they talk (Yule,1996:4). Pragmatics is study of how more gets communicated than is said. Pragmatics discuss about not only the implied meaning but also the implied attitude or the way we make the conversation to other(Grice:1975). Pragmatics will discuss more detail about how the people comprehend and produce a communicative act or speech act in conversation. Pragmatics has some aspects in studying, such as Deixis, Presupposition, Performative, Implicature. According to Yule (1996) that Conversation Implicature is one subtopic from Pragmatics which discuss about how the people referring to indirect or implicit meaning of an utterance derived from context that is not present from its conventional use. Grice's theory of conversational implicatures is considered as one of the basic and most interesting theories in the history of pragmatics(Levinson 97; Davies ; Soames). Some implicatures are comes from the rule of language can be called as the maxim.

Most circumstances, the assumption of cooperation is so pervasive that it can be stated as a cooperative principle of conversation and elaborated in four sub-principles, called maxims (Yule, 1996: 37). Grice divided four conversational maxim from further analysis the Cooperative Principle. There are Maxim of Relation, Maxim of Quantity, Maxim of Quality, and Maxim of Manner. Even some rules have been accepted by people, but sometimes people still consciously or unconsciously to break those rules. This phenomenon makes the writer interested to analyze the types of maxim are flouted by the speakers and then also takes the dominant one are flouted by the speakers. Because the flouting of maxim describe situations in which a maxim is being deribately disobeyed, with the intention that the hearer still understand about the case. And the writer is interesting for to do this research in talk show program. Because the writer wants to know how the speakers in televisiom program can break the rules or flout the maxim in their conversation. The writer choose Just Alvin Talk Show as the data.

Just Alvin Talk Show is a program on Metro TV. *Just Alvin* presents the actress , actors , and also the most famous figures in Indonesia. The sides of their life will be revealed through an exclusive and interesting interview. All the figures as its guest will be comfortable being interviewed by the known-well host, named Alvin. Alvin is the Host who has good relation with almost all the actresses, actors, or other famous figures. It makes all the guest will enjoy to share everything with him. And sometimes, it makes the speakers will make some implicatures by flouting the maxim.

There are some previous studies of flouting the maxim which makes me get the inspiration to do the analysis . One of the study , named Annisa(2013) entitled “The Flouting of Grice’s Conversational Maxims by The Main Character in The Dictator Movie“. That study discovers that the main character in the movie flouts all types of conversational maxims; maxim of quantity, maxim of quality, maxim of relation and maxim of manner.

With those explanations above, The writer choose the episodes “ In Memoriam Ustad Jefri Albuchory” and “ The Journalist”, which invited Ustad Jefri ,Ustad Yusuf Mansyur, Desi Anwar, Rahmah Sarita,Tina Talisa,Meutya Hafid. The writer is interested to make this research in those episode, because it is interesting to know how the starguests and the host still make a good contribution in their conversation, even any flouting maxims in their conversation . As the people know the Host is Alvin who is the one of the good master of ceremony and the starguests are Ustad and journalists who expert in their profession as a good speaker.. It is impossible for the host and the starguests dont know about conducting of the good conversation. So, Perhaps with this analyzing , the writer will get some types of maxim they are flouted, and get also the dominant of flouting maxim in their conversation. Sometimes, the speakers flout the maxim conciously or unconsciously, because they want to be more informative, making sure, agreeing or making jokes depending on the purpose and the situation under their conversation. And with this study also, the writer wants to conclude the implication from flouting maxim by them in that talk show.

B. The Problem of Study

This study examines the following questions:

1. What types of maxim are flouted in *Just Alvin Talk Show*?
2. What type of maxim is dominantly flouted in the program?
3. In what contexts are the maxims flouted?

C. The Objectives of the Study

In the relation to the problems of study, the objectives of study are:

1. To describe types of maxim are flouted by the speakers in Just Alvin Talk Show, episodes “ In Memoriam Ustad Jefri Albuchory” and “The Journalist”.
2. To derive the dominant type of maxim is flouted by the speakers in that Talk Show.
3. To describe the contexts of the maxims flouting in Just Alvin Talk show , episodes “ In Memoriam Ustad Jefri Albuchory” and “The Journalist”.

D. The Scope of the Study

In this research, the writer is limited on the flouting of maxims as found in the utterances of the speakers in Just Alvin talk show based on Grice’s theory (maxim of relation, maxim of quantity, maxim of quality and maxim of manner).

The data are taken from an episodes which are invited some ustad and journalists, in episodes “ In Memoriam of Ustad Jefri Albuchory “(april,24th2013) and “The Journalist” (October,14th 2013).

E. Significance of Study

Findings of the study are expected to be useful in theoretically and practically. Theoretically, it is expected to be useful for expand the knowledge for other students who are attracted in learning Cooperative Principle and Maxims, especially on analyzing types of maxim in Conversational Implicature.

Pratically , the findings potentially clarify implicatures for student's learning language. Also potentially make the other reseracher want to find the other problem that still related to cooperative principle , maxim , and especially in analyzing the flouting the maxim in the conversation, whether in talk show, novel, comic or the other interesting sources.