

CHAPTER I INTRODUCTION

A. The Background of the Study

A human cannot be separated from the language and communications. The relationship of language and communication are included in the area of Pragmatics. Pragmatics is concerned with the study of meaning as communicated by the speaker and interpreted by a listener (Yule, 2003:3). It requires a consideration of how speakers organize what they want to say and what the utterances might mean by the speakers.

Pragmatics also has various sub-studies, one of them is Cooperative Principle. Grice (1975) as a philosopher of linguistics developed a model called as Cooperative Principles which human being follows to ensure successful communication. Grice divides the principle more specific called maxims. There are four types of maxims: (1) maxim of quantity, (2) maxim of quality, (3) maxim of relation, and (4) maxim of manner. These principles can make the conversation work effectively and run smoothly. The people actually have followed this principle unconsciously in their daily life conversation. But in fact, there are many people who disobey this principle. This is called as the violation of maxim. There are four violation of maxims: (1) violation of maxim of quantity, (2) violation of maxim of quality, (3) violation of maxim of relation and (4) violation of maxim of manner. This all violation maxim can be occurred for some reasons such as when someone wants to show respect, to change the topic/subject and also for humor purpose.

Sometimes people express their opinion and ideas with concise, humorous, dramatic, exaggerating and sarcastic method to achieve certain effects, thereby people could feel content and funny, and get enlightenment and meditation (Pan, 2012:20). Recently, humor cannot be dismissed in social life. It occurs in daily conversation, in the movies, on television, in books, newspaper and magazines, on the radio to create humor. Humor is a mode of communication which produces to entertain the hearer. For humor to work as a rapport-building device, speakers must be able to gauge when their remarks are less likely to be interpreted as having serious implications and more likely to be taken as a switch to a more playful with its own cooperation principle and set of maxims (Lampert and Susan, 2006: 53). It means that humor can violate based on each type of violation of maxim, such as lying, irrelevant, or run out from the topic.

The violation may exist not only in ordinary conversation but also in the situation comedy (sitcom) conversation as in a television program. A situation comedy is one of television program which functions to entertain the audience. It is the media instrument for human being and it is the one of the mass media orally delivered. It used the scripts to present the story by the characters as well.

Awes Ada Sule is one of the famous television program in Indonesia and it is a situation comedy. The characters should not make their contributions more or less informative than they are required, do not relate to each other as a usual conversation and use code or another word to replace the word they mean, or even to make a humor/funny conversation for comedy purpose so that there is a great chance that he/she repeatedly violates the maxim. Example:

Setting : Home

Participants : Sule, bu Tiyo

Bu Tiyo : Makmur.. Makmur.. **Sule, you see Makmur don't you?**

Sule : **How much you want the sate mam?** (fanned)

Violation of maxim of relation requires the speaker to say something irrelevant statements or changing the topic. Here, Sule's answer does not relate with Bu Tiyo's question. Sule should answer "yes or no", but he says irrelevant answer to make humor. If he does not changing the topic, the conversation will not humorous.

Concerning all the explanation above, the writer would like to analyze *Awat Ada Sule* situation comedy as source of data in this research. The writer is interested in studying the violation of maxim of utterance used by the characters on *Awat Ada Sule* situation comedy because the writer assumed that it would violate the maxim of quantity, maxim of quality, maxim of relation, or maxim of manner.

B. The Problems of the Study

Related to the background above, the problems of this study are formulated as follow:

1. What types of violation of maxims are used in episodes *Awat Ada Sule* situation comedy?
2. What is the most dominant type of violation of maxims used in episodes *Awat Ada Sule* situation comedy?

3. What are the causes of the dominant type of violation of maxims used in episodes *Awas Ada Sule* situation comedy?

C. The Objective of the Study

Based on the problems of the study, the objectives of this study are:

1. to find out the types of violation of maxims in episodes *Awas Ada Sule* situation comedy.
2. to find out the most dominant type of violation of maxims in episodes *Awas Ada Sule* situation comedy.
3. to find out the causes of the dominant type of violation of maxims in episodes *Awas Ada Sule* situation comedy.

D. The Scope of the Study

The discussion of study is limited to violation of maxim. The writer will analyze the violation maxim occurred in main characters' utterances in episodes *Awas Ada Sule* situation comedy. There are five main characters in *Awas Ada Sule*, they are: Sule/Sule, Makmur/Ery Owe, Kanjeng Mami/Maya Wulan, Mr. Tiyo/Hikmal Abrar, and Mrs. Tiyo/Hannah Al Rasyid.

E. The Significance of the Study

The research findings are expected to be useful in theoretically and practically. In theoretically, the findings of the research will give useful information to the speakers or hearers about their problems and difficulties in

understanding the violation of maxims in their utterances. Practically, it is hoped that this research can give a contribution to other researchers to do the some related researches with deeper and better techniques.



THE
Character Building
UNIVERSITY