

CHAPTER I

INTRODUCTION

1.1 Background of the Study

As social being, people need to interact with each other by using communication. Therefore, people communicate one another in order to represent their ideas. By using language they interact in order to convey their thought. This kind of interaction in which the language used as media is called conversation. It is very important to build a meaningful conversation so that their ideas can be conveyed and represented correctly. Ideally, the speaker and the hearer need to have some kind of cooperation to convey and understand each other's speech clearly in each turn. This is so the speaker can deliver his/her message in an understandable fashion and the hearer can understand the speaker's intended message. Otherwise, the speaker and the hearer might misunderstand each other and finally fall into a breakdown in their communication.

The study which is concerned with the field of communication and its meaning is called Pragmatics. According to Yule (1996:3), pragmatics is concerned with the study of meaning as communicated by a speaker and

interpreted by a listener. Indeed, to make a good conversation, people need to work together. Thus, they must have good intention to be shared with each other. Pragmatic is also the study about language and context. Grundy (2000: 72) states that context helps us to determine what is conveyed implicitly but not explicitly stated by the speaker. The success of a conversation depends on the various speakers' approaches to the interaction. One of the most basic assumptions people must make for successful communication is that both the speaker and the hearer in a conversation are cooperating.

The way in which they cooperate when they are communicating is called cooperative principle. Grice in Yule (1996:37) says that people will have a successful conversation if they fulfill the Cooperative Principle. Cooperative principle has four maxims that can help the conversation become more effective. They are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. Cooperative Principles regulate the participants to speak as needed, briefly, relevantly, truly, and clearly (Grice in Coulthard, 1985:31).

At one time they will be deliberately break one or more maxims. It is because of certain factors, such as culture and lying. When this happens, the hearer must assume that the speaker's utterances imply something or have an implied meaning rather than their literal meaning. People may break the rules of cooperative principle by giving more or less information, being irrelevant, saying something false, uttering something which is difficult to be understood while there are implied meanings behind their utterances, and being obscure which called as flouting of maxim. Maxim flouting happens when speakers appear not to follow

the maxims but expect the hearers to appreciate the meaning implied (Cutting, 2002:37).

The phenomenon the flouting of maxim not only can be seen in real life but this is also depicted in many media such as movie. As we know movie is one among many social media which are popular in the society. People in every part of the world watch movies as a type of entertainment, a way to have fun. Movie is happen based on script, but it reflects to our daily life activity mostly (Candra:2014). This is one of media that effort at communicating whole parts of language including word, phrases, sentence, grammar, punctuation, rules and common practice. Like any other language, the more comprehensively we master it, the more effective we can communicate with that language. Movie language describes the way movie speaks to its audience and spectators. An important aspect of movie language is its compelling nature and its appearances of reality; it is not only that they are watching the movie, more than this enjoy guessing where and how that will lead. The movie is also a social archive which describes the state of time society at this moment, it means movie cannot be separated from social culture conditions that is the basic of the creating movie.

Zakeut Edition of Eumpang Breuh movie is one of Acehnese comedy movie which use Acehnese language as local language. The movie shows Acehnese story in daily life. While the researcher watched the *Zakeut Edition of Eumpang Breuh* movie, the researcher found the conversation there. Actually the characters in the movie flout communication to make interaction among the speaker from each other. The preliminary data were taken from the conversation

in Acehnese movie, *Eumpang Breuh*. This utterance follow flouting maxim in movie;

Yusniar : *Peu nyan bang?*

(What is it Brother?)

Bang Taleb : *Hana, lon yak eu lumo Haji Uma*

(Nothing, I just want to see Haji Uma's cow)

(*Eumpang Breuh* movie)

The excerpt above shows Bang Taleb flouted the maxim of quality. In the sentence "*Hana, lon yak eu lumo Haji Uma* (Nothing, I just want to see Haji Uma's cow)" The dialogue happened when Bang Joni is catching out Bang taleb looked at her wife (Yusniar) in sleeve. The incident made a row between Bang Joni and Bang Taleb. So, Bang Taleb said untrue answering to Yusniar's question. The reason for his utterance is to hide what actually he did. Therefore, he gives untrue information.

Another example which showed the flouting of maxim in *Eumpang Breuh* movie can be seen in the conversation below;

Kak Bungsu : *"Meuhai hai Abu, neuu dilee adak lagee-lagee nyoe pih."*

(This is expensive Dad, look at this, although just like this)

(She shows the watches given by Joni to Yusniar)

Haji Uma : *"Eheh, meuhai meuhai, goh lom reudok ka ditamong ie."*

(Eh eh(mocking), expensive ...expensive, before the rumble come it has wet)

(Umpang Breuh Movie)

The conversation above happens among Haji Uma who is Yusniar's father and his wife. Haji Uma underestimate the watch from Joni by saying "*Eheh, meuhai meuhai, goh lom reudok ka ditamong ie.*" (Eh eh (mocking), expensive ... expensive, before the rumble come it has wet). Therefore the utterances above can be classified as flouting of maxim of quality by sarcasm kind of irony that implies a more ironic and negative meaning toward his wife. The reason deals with speakers who flouting maxim of quality are; to be clear which means to make the intended meaning more clearly that he does not like the watches given by Joni.

From the preliminary data above found that the flouting of maxims not only happens in daily conversation but also in Acehnese movie which use local language. The flouting of maxim found is quality maxim. The first preliminary data above show that while the second speaker who lie by saying untrue answering that contrary to the theory proposed by Kurdi (2009:17) mentions the characters of Acehnese are refractory, don't like dictation, do not give up quickly, unswerving in face the problem. In addition, Acehnese people have a mutual cooperation lifestyle, for Acehnese itself appreciate them as Muslim is part of culture life. Beside that Acehnese culture has some restrictions such as forbidden for lying, do not kick the other head although it is a joke, do not prank while talk with older, walk in politely especially in front of older, do not walk on before older, tolerance in some cases such as respect the other and giving human right, and the other restrictions. Dealing with the floating of maxims, there were several previous studies which studied about flouting of maxim in many fields (i.e. interview session, talk show, in daily social interaction, also in novel, newspaper,

movie, etc.) as follow ; Fatmawati (2016) conducted a research about a pragmatic analysis of maxim flouting performed by Solomon Northup in 12 Years A Slave Movie. The result of the research reveals three important findings. First, there are four types of maxim flouting performed by Northup, which include quantity, quality, relevance, and manner maxim flouting. Second, there were five strategies of maxim flouting applied by Northup, which include tautology, overstatement, understatement, metaphor, and irony. Third, there were four reasons that lead Solomon Northup to flout the maxims, which include competitive, collaborative, convivial, and conflictive reasons.

Hamani & Pulu (2019) conducted the research about flouting maxim in Kungfu Panda Movie. The researchers found that all the main characters all flouting all the types of maxims. The maxim of quantity flouting becomes the main type of maxim flouting which is performed by the main characters. They have tendency to flout this maxim to make the information given to the listener clearer. It is done by giving too little information (understatement) then overstatement to flout maxim of quantity. The used of metaphor, hyperbole, and irony to flout the maxim of quality. Meanwhile using irrelevant statement to flout maxim of relevance and the last is using ambiguous statement to flout the maxim of manner.

The studied in the movie also conducted by Arto (2018) who studied a research about pragmatics of analysis maxim flouting performed by the Characters in This Boy's Life Movie. The result showed that all maxims of cooperative principles were flouted by using some strategies. Overstatement and understatement were the strategies to flout maxim of quantity. The strategy which

was mostly used to flout this maxim was overstatement. Then metaphor, hyperbole, irony, and sarcasm are strategies to flout maxim of quality, meanwhile, changing the topic becomes the strategy to flout maxim of relation. Finally, being obscure becomes the strategy to flout maxim of manner. It happen because there was a character named Dwight who wanted to dominate the other character.

The previous studies above also contrary to the theory proposed by Cutting (2002) which stated the ways to flout maxim used by speaker are hyperbole, ,metaphor, irony, banter, sarcasm, overstatement, understatement, irrelevant statement, and ambiguous statement. In regarding to the preliminary data and previous study above, flouting maxim is considered important to be researched. In the movie there are many conversations occur seems like in daily life. Many of the previous research which studies about flouting of maxims in movie tend to analyze the conversation there. Research which study in detail the flouting of maxim and the reason of their occurrence in the movie which using local language are still rarely to be found. Furthermore, the reasons of the occurrence of flouting maxim in the movie from the preliminary data will different with what the previous research found although the conversation similarly took place in movie.

Zakeut Edition of Eumpang Breuh is one of Acehnese movie. It is one of many movies that can be an object for a research. It is chosen as the object of this study because linguistically, the uniqueness of the utterances in this movie that contain maxim flouting. Besides, the characters mainly flout the maxims in their conversations influence of their culture background and habits. It is reflected through language with which they avoid certain things by intentionally breaking

or flouting the maxim. Then, misunderstanding may occur when a maxim is flouted and it gives non-verbal clues. This will lead to a conversational problem in which the hearer will probably get a wrong interpretation. Cooperative principle with a set of maxims tries to observe why this phenomenon happens.

Therefore, based on several previous researches, preliminary data and explanation above it potential to reveal the flouting of maxim expressed by the characters in *Zakeut Edition of Eumpang Breuh* as Acehnese comedy movie. This study will focus on the theory of flouting maxim proposed by Cutting (2002) who defines it as the condition while the speakers do not follow the maxim but hearers accept the appreciation to give implied meaning. In other hand when the speakers do not follow the rules of cooperative principle, flouting maxim will be occur.

This study was intended to describe the flouting maxims in *Zakeut Edition of Eumpang Breuh* Movie. It is expected to find out the occurrences of flouting maxims in this movie, how the flouting of maxim occurrences are realized and the reasons behind the flouting of maxim performed by the characters in *Zakeut Edition of Eumpang Breuh* movie.

1.2 The Problem of the Study

Related to the background of the study, the problems of the study are formulated as the following

1. What types of flouting maxim are used by the characters in *Zakeut Edition of Eumpang Breuh* movie?
2. How are flouting maxim realized by the characters in *Zakeut Edition of Eumpang Breuh* movie?

3. Why are the flouting maxim realized by the characters in *Zakeut Edition of Eumpang Breuh* movie in the ways they are?

1.3 The Objective of the Study

Related to the problems of the study, the objectives of the study are formulated as the following.

1. To find out the types of flouting maxim used by the characters in *Zakeut Edition of Eumpang Breuh* movie.
2. To elaborate the way of flouting maxim used by the characters in *Zakeut Edition of Eumpang Breuh* movie.
3. To explain the reasons of flouting maxim by the characters in *Zakeut Edition of Eumpang Breuh* movie.

1.4 The Scope of the Study

This study attempted to investigate the flouting maxims used by the characters in *Zakeut Edition of Eumpang Breuh* movie. The flouting maxims which are found in the characters' utterances would be observed in this study. The study is limited to the occurrences of flouting maxims in *Zakeut Edition of Eumpang Breuh* movie by using the theory of flouting maxim. The focus of the analysis deals with flouting maxims by Cutting (2002) who has developed the theory of conversational implicature concept offered by Grice (1975).

1.5 The Significance of the Study

The findings of the study are expected to be useful as the following in terms theoretically and practically.

a. Theoretically

The results of this study are useful:

- 1) To enrich the understanding of the theory of cooperative principle, especially in flouting maxim occurs in the movie.
- 2) To widen horizon in the theory of cooperative principle especially in flouting maxim occurs in the movie.

b. Practically

Practically, the findings of the study are useful:

- 1) Other researchers who are interested in conducting researches or any further studies in cooperative principle specially in flouting maxim
- 2) For readers, it can be useful to add more knowledge of how flouting maxim occurs in the movie.