

CHAPTER I INTRODUCTION

A. The Background of the study

Language is one of the most important aspects in social interaction; we cannot communicate to one another without using the language. People use the language to express their thoughts and feelings. Lewis and Slade (1994:27) state that language is a system which gives resource for people to assign meanings to words, sentences, and discourse structures, by virtue of being used in interaction.

One of the functions of language is an instrument in communication. According to Lewis and Slade (1994:4), communication is the sharing of ideas, knowledge or feeling. To get an effective communication, the listeners should understand the exact information or idea that the speaker intends. In a conversation, we often do not speak in complete sentence and rarely say what we mean literally so the listeners could interpret the meaning differently. The phenomena in the conversation may be elaborated deeply in pragmatics; it concerns with the use of language in social contexts and the ways in which people produce and comprehend meanings through language.

Pragmatics is a study of contextual meaning. Yule (1996:3) said that pragmatics necessarily involves the interpretation of what people mean in particular context and how the context influences what is said. It means that how speaker organizes what s/he wants to say appropriately with whom s/he talking to, when, where, and what the circumstance. Conversational implicature is one of the branch studies in pragmatics which deals with how the listener interprets what the

what the speaker intend to communicate more than what is asked the speaker in a conversation.

Implicature can be investigated from sentence based on three things; first the usual linguistic meaning of what is said, second contextual information (general knowledge) and third the assumption that speaker is obeying the cooperative principle. This basically sums what implicature is all about and how speakers and hearers of a language get along cooperatively and politely (Laston Mukaro, et al, 2013:162). The cooperative principle is the principles of communication when they manage to achieve a successful and ideal communication. Yule (1996:35) said that speakers and listeners involved in conversation are generally cooperating with each other. According to the philosopher H.P. Grice there are four conversational maxims; maxim of quantity (be as informative as is required), maxim of quality (be truthful) maxim of relation (be relevant), and maxim of manner (be clear and avoid ambiguity).

A conversation not only depends on the speaker, who is trying to deliver a message, but also on the listeners who draw a conclusion from the implication of the utterance, depending on the context in which it occurs. The conversation, itself, as a reciprocal act, retains specific rules and regulation. (Parvaneh and Nikan, 2011:122) It consists of two kinds; written such as movie script and spoken such as talk show or interviews in television. A talk show is a television program or radio in which people, especially distinguishes people, and is invited to talk in informal way about various topics. Sometimes, talk show prioritizes a panel of guests; it usually consists of noted people or a group of people who have great

experiences which still relate to the issues which is discussed on the show for that episode.

Mata Najwa is one of the television talk shows in Indonesia. It tends to talk about the political issues and political events in Indonesia; Mata Najwa is presented by Najwa Shihab, who is also known as “Best TV Anchor/Reporter” by an Indonesia journalist association for her work in 2005. Her best performance may be while Najwa Shihab reported in Aceh after Tsunami in 2005, Jakarta Governor Election, and the first news anchor who successfully interviewed Indonesian President; Susilo Bambang Yudhoyono shortly after his inauguration. (http://id.wikipedia.org/wiki/Najwa_Sihab)

There have been some previous researches related on the violation of maxims. One of them is *Types of Cooperative Principles in Kick Andy Talk Show* by Mariana Desy Elfrida Saragih (2010). Her study is intended to describe the types of cooperative principles, violation and the purpose of cooperative principles that is used in Kick Andy Talk Show. The study of Saragih inspires the writer in establishing the procedure of the data analysis.

The writer is interested in conducting this research on Mata Najwa Talk Show because generally a talk show gives entertainment or inspiration to the audiences but in Mata Najwa the speakers tend to talk about the political issue and some events that happened in Indonesia. The writer chooses three episodes which invited the president candidates such as; Mahfud M.D (Chairman of the Constitutional Court), Anies Baswedan (Rector of Paramadina of University), Wiranto (former commander of TNI), Endriartono Sutanto (former commander of

TNI) and the talk show is recently invited Rhoma Irama, an artist or dai who will candidate himself to be a president for the next election, as we know that there will be a presidential election in Indonesia in 2014.

Based on the rules that states by Grice, the speakers may obey the maxim if they give appropriate contribution. In our daily life, we consciously or unconsciously break the rule of cooperative principle, with no exception in a talk show or interviews in television. Sometimes the speakers consciously or unconsciously may violate the rule to reach a certain goal such as try to hide the truth of any information, give incorrect information or just to entertain. So the writer wants to analyze it to discover the maxims which are violated by the speakers in the talk show.

By doing this research, it is expected to understand how the politicians speak and to be useful to the public especially for Indonesian people to be more aware of what the politicians say. The writer expects that Indonesian people will be more selective in the election for the regent, governor and president.

B. The Problem of the Study

The problem of the study can be state as the following:

1. What kinds of maxims are violated in the utterance of the speakers in Mata Najwa Talk show?
2. Which maxim is dominantly violated in the utterance of the speakers in Mata Najwa Talk show?

3. Why is it dominantly violated by the speakers in Mata Najwa Talk show?

C. The Objectives of the Study

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

1. To describe the violated maxim in the utterance of the speakers in Mata Najwa Talk show.
2. To discover the most dominant violated maxim in the utterance of the speakers in Mata Najwa Talk show.
3. To describe the reason of the dominant maxim which is violated in Mata Najwa Talk show.

D. The Scope of the Study

In this research, the study is limited on the violation of maxims as found in the utterances of the speakers in Mata Najwa 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 three episodes of Mata Najwa talk show that invited some presidential candidates, the data are "Kuda Hitam 2014" (July, 4th 2012) "Perang Bintang 2014" (October, 24th 2012), "Mendadak Capres" (November, 28th 2012).

E. The Significance of the Study

The finding of this study is expected to give both theoretical and practical contribution in discourse studies, especially in analyzing the violating maxims used by some people in their communication.

Theoretically, the finding of the research is expected to be one of the sources in discourse studies, particularly on the analyzing the violating maxims used by some people in their communication.

Practically, it is expected to be more practical. The students who learn English are expected to be able to recognize and to analyze the violating maxims used in spoken language. In addition, to the teachers, the result of the research will be an additional material in studying and understanding the types of Cooperative Principles. Also the result of the study is expected to be a contribution to others who are interested in doing similar field of the research as a previous.