

CHAPTER I

INTRODUCTION

A. The Background of The Study

Language is a complex system of communication to enable human to cooperate. As a tool of communication, language is very important in human life. Because almost all of people's activities use language to communication. Leech (1983; 54) said language is communication. Means that it is impossible for people to do interaction and understand each other without language, by using language people can express everything, such as ideas, thoughts, feelings, opinions to another. Without language people will get difficulty to interact to others. For example we had a headache and want to tell our friend about it, because we need the help to buy some medicine. We would have use some sign such as pointing at our head, our eyes, but our friend may not understand about what we meant is we had headache and need a help, so that is why the language is important.

Language is related to communication and communication itself is speaking which is done by having a conversation. Conversation is communication by two or more people on a particular topic. Conversation needs to be someone as the speakers and the listeners. In order to communicate accurately and efficiently, speakers and listeners should try to cooperate to another to make the communication successful. A successful conversation needs to give contributions and message which can be understood by listeners.

There are rules to make communication successful which listeners and speakers should be followed in order to achieve a cooperative communication, called the cooperative principle. The cooperative principle describes how people interact with one another. By Paul Grice the cooperative principle divided into four maxims, maxim is a rule which must obey by the speakers and the listeners, called the conversational maxims. These principles enable to make effective communication, make it became meaningful.

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.

Sometimes people did not follow the cooperative principle in their conversation, when the speakers not following the principles, the speakers is violate the maxim, and the conversation between the speaker and listener can be unsuccessful or meaningless. For example the conversation when Jane asked Tony about where is his mother, then Tony responds Jane's question by giving the answer his mother is in the bedroom or in the kitchen. Tony does not give a much information and he is not following the cooperative principle or violate the maxim.

Based on the explanation above, the writer choose the debate candidate forum as the object of this research, because one form of communication is conversation and in debate forum uses the spoken conversation. And the writer interested to analyze the conversation in the newest “Jakarta Governor Debate Candidates” forum in Indonesia between Governor Fauzi Bowo and Solo Mayor Joko Widodo which presented by television program on September 16, 2012. The writer was interested in analyze the violated maxim because of the writer experiences in watching Jakarta governor debate candidates that not all the candidates are speak cooperatively according the cooperative principle and they often disobey and not following the maxim in their conversation during the debate.

All the the candidates in debate forum are demand to speak cooperatively with a good language, politely, and use a right word, the language context must be calculable with the people situation. But they often disobey the cooperative principles, and violate maxims, it might happen to the candidates when give an answer when the panelist give a questions to them, they might to be give a untrue answer (quality maxim), give the answer with so many information which not nessecary (quantity maxim), not relevant with the question (relation maxim), and might give an abiguity answer (manner maxim).

There so many violation of the cooperative principle which happen in the debate forum, this reaserch the writer want to discuss the violated maxim and get the conversational implicature in debate forum between Governor Fauzi Bowo

and Solo Mayor Joko Widodo. Even the writer himself realizes that he also disobey the cooperative principle rules in his daily conversation with others.

B. The Problem of The Study

The research problem is to describe the violated maxim and their conversational implicature that occur in The Jakarta Governor Debate between Governor Fauzi Bowo and Solo Mayor Joko Widodo. To help the writer do this research, the research questions are formulated as the following:

1. What types of maxim are violated in the Jakarta governor debate between Governor Fauzi Bowo and Solo Mayor Joko Widodo?
2. What implicature is caused by violated maxim in the Jakarta governor debate between Governor Fauzi Bowo and Solo Mayor Joko Widodo?

C. The Objective of The Study

The objectives of the study are to discover the violated maxim and their conversational implicature that occur in The Jakarta Governor Debate between Governor Fauzi Bowo and Solo Mayor Joko Widodo. It is directed:

1. To describe what types of maxim are violated in the Jakarta governor debate between Governor Fauzi Bowo and Solo Mayor Joko Widodo.
2. To describe what implicature is caused by violated maxim in the Jakarta governor debate between Governor Fauzi Bowo and Solo Mayor Joko Widodo.

D. The Scope of The Study

The Scope of The Study is related to the violated maxim and their conversational implicature which happen from the violated cooperative principle by the candidates of Jakarta governor debate. The data were taken from internet sites (youtube) in which the debate program of gubernatorial debate between Governor Fauzi Bowo and Solo Mayor Joko Widodo which presented by Metro TV on September 16, 2012 are available.

E. The Significance of The Study

The writer hopes of this study are expected to be useful for:

1. The students of university and those people who would like to know more about the cooperative principle and its maxims.
2. The teachers as a teaching material to be used in an understanding the meaning of utterances in conversation.
3. The writer hopes this research paper is useful for the all candidates of debate forum to speak cooperatively and to obey the cooperative principle.
4. The writer want this research paper became an inspiration to other writer to make the next research.