

CHAPTER I

INTRODUCTION

A. Background of Study

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. When the speaker(s) and the hearer(s) have given a good contribution in a conversation and use the good language, it shows that they have fulfilled the rule of language. As Yule (1996:37) said that in 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. This principle is the best practices in communication in order to facilitate the process of conversation to be smoother for the participants. But in fact, there are many people who disobey this principle. This is called as the violation of maxim.

The violation of maxim occurs in a condition where someone fails to fulfill a maxim in conversation. There are times when meaning deliberate violations. It can be occurred when someone wants to create prolixity, to show

respect, to change the topic/subject and also for humor purpose (Cook, 1989:30-31).

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 even get enlightenment and meditation (Pan, 2012:20). Recently, comedy cannot be dismissed in social life. It can be occurred in daily conversation and also in television programs to create humor. Humor is a mode of communication which produces to entertain the hearer. A basic assumption which underlies the following remarks is that a large number of jokes involve violations of one or more of Grice's maxims (Attardo, 1990: 355). 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 dramatic conversation as in a television series. A television series 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. In creating the scripts that deal with social reality, the scriptwriter must be able to violate the maxim (Rini, 2010:37)

Hannah Montana is one of the famous television series in America and it is a drama comedy. Sometimes the characters do not speak clear, 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 maxims.

The relevance studies of maxim violations inspires the writer to take a study about violation of maxim, named Tarihoran (2010) entitled *The Study in the Violation of Maxim in the Play "The Boy Comes Home"* by A.A Milne and Hasibuan (2010) entitled *Maxim Violation in the Movie of Pirates of The Caribbean: At World's End*. The first study discovers that violation of maxim is occurred in quantity, relevance and manner and the most dominant is maxim of quantity. It proved that not always obeyed in conversation. In the second study results show that all types of maxim were violated, and the most dominant types of maxim which was violated are the maxim of quantity.

To distinguish this study with those previous explanations above, the writer is interested in studying the violation of maxim of utterance used by the characters on "Hannah Montana" because she wants to know more about violation of maxims, especially in drama comedy, which have been learned in Pragmatics class. Besides, the writer is also interested to take television series of Hannah Montana as the object of her research because it is a kind of visual

communication which is using written conversation and it is the one of the famous television series which has been nominated for some Awards in America.

B. Problem of Study

This study examines the following questions:

1. What type of violation of maxims is used in episodes of Hannah Montana television series?
2. What effect do the violations provide to the comical situation in the series?

C. Objective of Study

The objectives of study are:

1. To discover the violation maxim which is used in episodes of Hannah Montana television series.
2. To describe the effect of the violations provide to the comical situation in the series.

D. Scope of Study

The discussion of study is limited to violation of maxim. The writer will analyze the violation maxim occurred in main characters' utterances in Hannah Montana television series. There are six main characters in Hannah Montana television series, they are: Miley Stewart/Hannah Montana, Lily Truscott/Lola Luftnagle, Oliver Oken/Mike Standley III, Jackson Stewart, Robby Stewart, and Rico Suave.

E. Significance of Study

The research finding is expected to be useful in theoretically and practically. In theoretically, it is hoped to be useful for expand the knowledge for other students who are attracted in learning Cooperative Principle and Maxims. Practically, it can give idea for other students who want to do some researches about Cooperative Principle and the violation of maxims. Furthermore, this study hoped to give contribution for the student to be a source for other researchers about Cooperative Principle and the violation of maxims in television series as a source of data.