CHAPTER I

INTRODUCTION

A. The Background of the Study

People use language to communicate and exchange their thoughts, ideas, feelings, knowledge and assumption. In the communication, they use words or sentences to send their messages, and expect the hearers to understand what they intend to mean. It is important for the speakers to understand that language used can determine the success of communication. The easiest way to do this is to utter a sentence which means literally like what they say.

However, in daily conversation this ideal communication does not always occur for some reasons. People sometimes use sentences which are not related to what the exact meaning. What they literally say might have another meaning. It means that sometimes a speaker does not always use a clear word or sentence in conveying his purpose. The listener sometimes gives response to the speaker by using a sentence that implies something. This condition surely can make misunderstanding between what is said and what is meant and also because this distinction make the communication will be failed.

People have to give contribution or messages which can be understood by listeners. To make the conversation gone well, the speaker and listener have to obey the principles in communication which manage their act, their using language, and the interpretation of their act and speech. The rules called Cooperative Principle that should be obeyed in order to achieve a cooperative communication among speaker(s) and listener(s). The Cooperative Principle

describes how people interact with one another. People use the cooperative principle to cooperate with the others by giving some utterances which can be understood easily and to interpret those utterences by assuming that those utterances are obeying the principle.

People disobey the cooperative principle in their conversation. The conversation is not always relevant to the interaction and the way in which they are saying something. In other word, it can be said that what the speaker say is unclear. If the speakers do all of those intentionally, that means they violate the maxims of cooperative principles.

Researchers who conducted analysis on violated maxims have been done previously. Sobhani and Saghebi (2014) analyzed *The Violation of Cooperative Principles and For Maxims in Iranian Psychological Consultation*. This research showed that the violation of cooperative principles maxims often happens due to the delicately complex essence of the psychological consulting context. The psychiatrist needs to keep conversations on track by violating one or more cooperative principles maxims to have a successful case because difficult for patients to share their own feelings, ideas, problems or even objections regarding specific issues, usually reminders of nostalgic or sad memories. Therefore, patients manage to avoid telling the truth by telling irrelevant stories that do not have much to do with their real problems.

Alduais (2012) has been concluded in his research *Conversational Implicature (Flouting the Maxims) Applying Conversational Maxims on Examples Taken from Non-Standard Arabic Language, Yemeni Dialect, an Idiolect Spoken*

at IBB City elucidated that Grice's theory and principles do apply on non-standart Arabic languge and the principles which Grice has suggested seem to coincide in their applicability with Arabic language just like as it is in the English Language.

Another researchers that set out to analyze the violated maxims are Mukaro, Mugari and Dhumukwa (2013) studied about *Violation of Conversational Maxims in Shona.* This research showed that how Shona speakers violate the cooperative principles through non observance of its attendant maxims. It is also important to note that Shona Speakers violate maxim for some reasons like they violated the maxim of quantity to save time by not giving more details or by giving a summary of the account and they do so using different phrases or sentences which act as hedges.

Same as the previous researchers above, this research also analyze the violated maxim in conversation or dialogue. Furthermore, conversation itself consist of two kinds, spoken and written. We can find the conversation spoken such as talk shows or interviews in television and in written such as dialogues in a play and in a movie.

Movie as the visual communication has a conversation between the main character with the other characters. The conversation affect good or not the movie is. Therefore, the movie script writer have to create a good dialogue.

The Amazing Spider-Man 2 movie is the movie that will be a souce of the data because it was one of the best superhero film in 2014. This study aims to analyze how the main character named Peter Parker do the violated maxim rules because of condition that led him to hide his identity as the Spider-Man to other

people. Such as Parker want to change the topic indirectly can deliberately violate the maxim of relation by being irrelevent in giving his utterences and he also deliberately violate the maxim of manner by use some unclear expression to keep his secret as the Spider-Man. Indeed, the maxims that violated by Peter Parker as the main character make this movie to be the audiences preferred.

B. The Problems of the Study

Related on the background of this study, the research problems were formulated the following

a. What kinds of maxims are violated in *The Amazing Spider-Man 2* movie?

b. Which maxim is dominantly violated in *The Amazing Spider-Man 2* movie?

c. Why is the dominant type violated in *The Amazing Spider-Man 2* movie?

C. The Objectives of the Study

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

1. Describing the violation of maxim that are used in *The Amazing Spider-Man 2* movie,

2. Deriving the dominant violation of maxim that are used in *The Amazing Spider-Man 2* movie, and

3.   Reasoning for the type of maxim dominantly violated in *The Amazing Spider-Man 2* movie.

D. The Scope of the Study

This scope of this study was limited to the maxim violation as found in *The Amazing Spider-Man 2* movie. Futher this research was concerned and analyzed only the violated maxim that was uttered by the main character namely Peter Parker with the other characters. The research focuses on the violating of four maxims; they are maxim of quality, maxim of quantity, maxim of relation, and maxim of manner based on Grice's theory of Cooperative Principles.

E. The Significances of Study

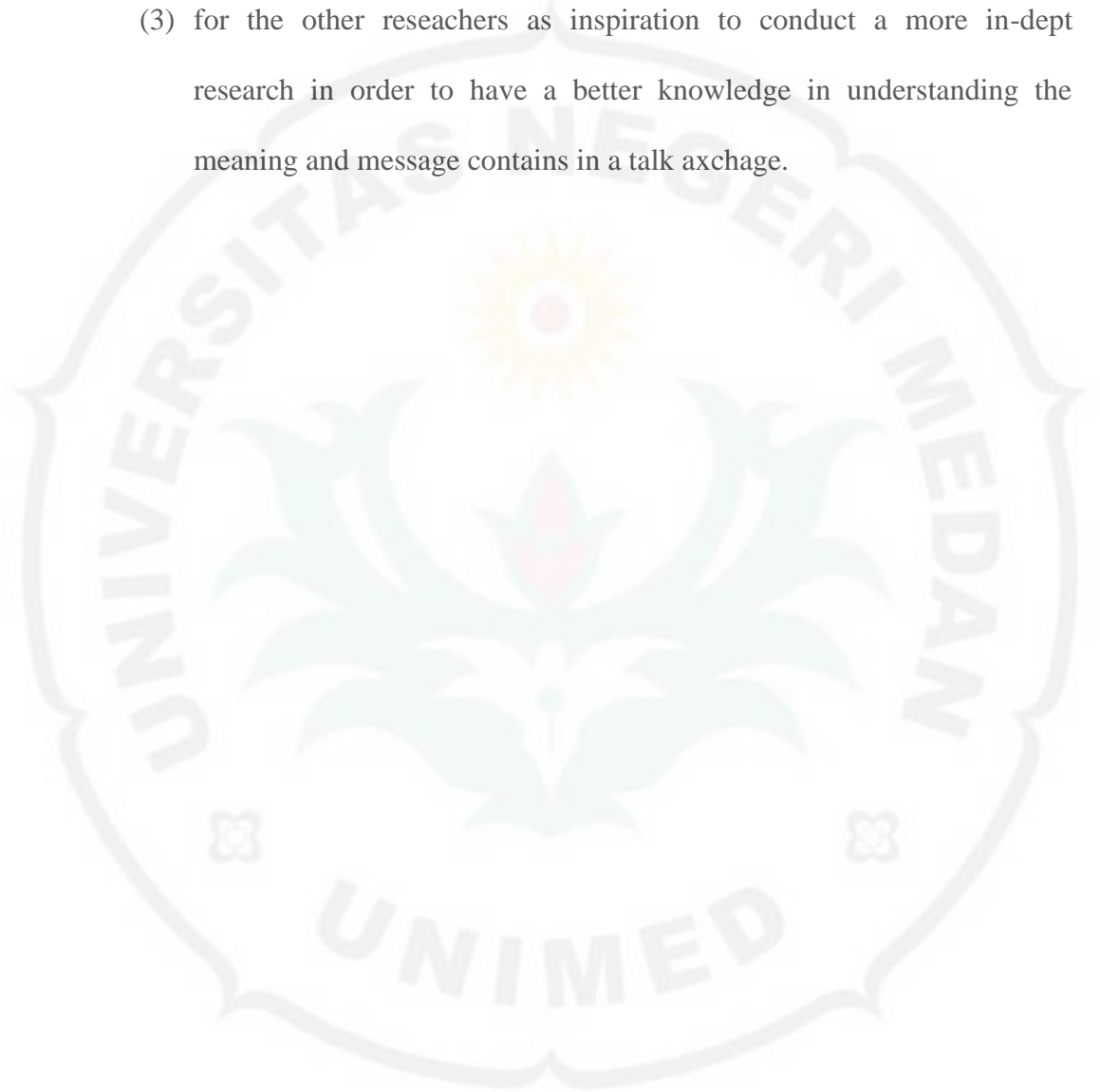Findings of the study were expected to be relevant theoretically and practically.

Theoretically the findings are expected.

(1) To add up new horizon in theory of pragmatics, and

(2) Become references for further studies.

Practically the findings expected to be useful for

(1) the students to avoid and decrease the maxim violation usage when they perform a talk exchange or conversation,

(2) for the teachers as a teaching material, and

(3) for the other reseachers as inspiration to conduct a more in-dept research in order to have a better knowledge in understanding the meaning and message contains in a talk axchage.