

# CHAPTER I

## INTRODUCTION

### A. Background of The Study

Language, as a means of communication, has a very important role in human daily life. People need language to convey all messages to others. To fulfill those needs, people do not only produce utterances containing grammatical structure and words but also perform actions through those utterances, Yule(1996: 47).

Language needs two or more persons to make a conversation then they can communicate each other. They talk in two ways, spoken and written language. Spoken language is more basic and natural than written language as it is more spontaneous in use and more widespread. One of the form of spoken language is conversation. While written language tends to be more formal, complex, and intricate.

Conversation happens when the participant is more than one. People make conversation at anywhere, anytime because it does not limit the place and time. Includes in social networking, people can easily connect with others by the helping of mobile phone and doing communicating.

Social networking is becoming a tool of communication that is mostly chosen by people. They believe that they can build an easy conversation with friends by using social networking as their medium of written conversation. The

use of social networking allows us to communicate and share our thoughts with friends or others because it provides a wonderful way to gather pictures and thoughts and then share them with people, either privately or publicly. Thus, people tend to use social networking in order to retain social relationship with others, Kelsey (2010 : 2).

*Facebook* is one of social networks that is mostly chosen by people to communicate. In *facebook*, people allow to write anything including their feelings, thoughts and conditions. Research conducted by GlobalWebIndex in 2014, the world's largest market study, showed that *Facebook* is still the most-interested social media in 2013. It proves that *facebook* is one of social media that is mostly used in recently year.

Communication in *facebook* has two forms, they are status and comments. The status is the form of expression that is being considered by the speakers/writers. While the comment is the feedback from the other users.

Communication among social networking users commonly happens in informal situation so people express themselves without thinking about the characteristic of good writing. They tend to use informal language to deliver a message from explicit to implicit meaning, Yus (1999:3). People imply another meaning from what they say and expect the hearer to know what they mean. Thus, users have to understand what speaker says by interpreting what is said and is implied.

On the other hand, the unexpected feedback can cause misunderstanding between speakers and hearers in conversation that could lead into blur conversation. Grice proposes his cooperative principle, as a rule of conversation, due to misunderstanding conversation. His cooperative principle consists of four maxims: *maxim of quality*; *maxim of quantity*; *maxim of relation*; *maxim of manner* (Grice, 1975, cited in Levinson, 1983: 101).

The first maxim of cooperative principle is Maxim of Quality. This maxim expects the speakers to be sincere, to be saying something that they believe corresponds to reality. The second is Maxim of Quantity which is concerned in giving the contribution as informative as required (for the current purposes of the exchange). The third is Maxim of relation which says that speakers are assumed to be saying something that is relevant to what has been said. And the last is Maxim of manner that tells the speakers to be perspicuous, avoid obscurity of expression, avoid ambiguity, be brief precise utterances, avoid unnecessary prolixity, be clear, and be orderly in our interaction.

Sometimes people do not pay attention to cooperative principles while doing communicating. This occurrence refers to violation the maxims. It also happens in *facebook*. The readers often give the feedbacks which does not have adequate evidence. In this case, the readers do not obey the cooperative principle. They violate the maxim of quality.

Violation of cooperative principle also occurs because of the goal of particular meaning, for example to make a joke so the situation is not too icy. For example, a speaker updates a sorrow expression.

Girl : “I can’t stand anymore to this feeling. It hurts me so much.”

Boy : “Wanna join me to beach?”

From the conversation, the girl actually wants someone understand the sadness by asking her why but the hearer or the boy violates the conversation by giving a respond which is not relevant to the topic. So the boy in this case violates the maxim, namely maxim of relation.

The previous study related to Violation of Maxim has done by Irma (2013). In her research, she analyzed about violation of maxim in Facebook Conversation. She compared how male and female users fail to observe a maxim in their conversation on facebook and she found that male users commonly failed to observe the *maxim of relation* by giving irrelevant contribution (53.13%), while female users commonly failed to observe the *maxim of quantity* by giving more information (44%).

Another research conducted by Fikri (2012). In his research, He found that the dominantly violated is maxim of quality.

Bekti (2013) also did her research about using cooperative principle in Javanese Language in Social Media. She found that there was violation in facebook conversation.

Therefore, based on the explanation, reason and previous researches that support this study, the researcher decided to conduct research on the use of

utterances on facebook status. The explanation above makes the researcher curious to discover whether the phenomena of conversational maxims occur in facebook. The researcher is interest in conducting further analysis of Grice's under the title "*Violation of Maxim on Facebook Status of University Students in North Sumatera*".

### **B. Problem of The Study**

Based on the background research, the researcher decides three problems, they are:

1. What kinds of maxims are violated on the students' *facebook* ?
2. Why do university students have violation maxim in commenting status?

### **C. Objectives of Study**

1. To find out the kinds of maxim that are violated on facebook status of university students.
2. To describe the reasons of university students using violation maxim in doing conversation on facebook status.

### **D. Scope of Study**

Based on the problems above, this research focusses on the utterances which have violation of four maxims on facebook. All kinds of maxims will be classified according to its function.

### **E. Significance of Study**

The findings of the study are expectedly to be useful for the writer and readers either theoretically or practically. Theoretically, this study is expected to enhance the knowledge about violation of maxim. So it can be one of references for the readers, especially English students.

Practically, this study is expected to make an understanding between speaker and hearer in doing conversation, especially in media social, facebook, in order to create the purpose of communication which is based on the theory of communicative principle of cooperation with a number of its maxims.

