

CHAPTER I

INTRODUCTION

A. The Background of the Study

Language has an important role in human's life. It is used to communicate each other in order to express thoughts, assumptions, and even feelings. A natural product in communicating by using language is called conversation. Conversation happens when two or more persons involved to deliver message through the utterances.

According to Levinson (2000:1) utterance types matter of preferred interpretations. Getting the message delivered by the speaker is one goal of a conversation. But people do not only need to get the message or understand what others talk about. Conversation needs the effectiveness and efficiency of delivering contribution of information. According to Grundy (2000:71), the conversational maxim is a way to explain the link between the utterances and what understood by the listener. The message of conversation itself will be successfully delivered if the speaker and the listener can build a cooperation one another.

The cooperation to make an effective and efficient conversation is called cooperative principle. The theory of cooperative principle is proposed by Grice. Grice (1975:26) states that people have to make conversational contribution such as it is required. The speaker and hearer have to give contribution as required in order to control the conversation in the right way. According to Grice (1975:26),

there are four maxims in conversation. They are: (1) maxim of quantity (be informative as required), (2) maxim of quality (be truthful), (3) maxim of relation (be relevance), and (4) maxim of manner (be perspicuous).

However, people sometimes do not fulfill the cooperative principle and disobey it. They may do it by giving information which is more or less than required. It can also happen when people try to hide the truth or intend to lie. The phenomenon of not obeying the Cooperative Principle is called violation of maxim.

According to Thomas in Cutting (2002:40) maxim is violated when the speaker supplies insufficient information, something insincere, irrelevant or ambiguous. When the speakers do violate the maxims, the conversation will not be effective nor efficient that will lead to misunderstanding.

Parluasan traditional market is a market that is located in Pematangsiantar. It is one of place where so many conversations may happen in the same time. It is because there are many sellers that offer their merchandise everyday and also many buyers who come and even do bargain what they need to buy. The conversation that usually happens in the market is mostly by using Toba Batak language.

Violating maxim is being such a habit to some people when they are involved in conversation. This case also can be seen from conversations in Parluasan traditional market Pematangsiantar. Both speakers and buyers do

violate maxims during their conversation which means that they do break the cooperative principle.

Some of utterances that violated the maxim from the preliminary data that had been taken can be seen as follows.

Seller : Piga kilo di hamu, eda?

(How many kilograms do you want?)

Buyer : Sakilo pe bahen,da. Ipe nga godang i. Holan tolu halak do hami di jabu.

(Just give me one kilogram. It has been much. There are only three persons in our home)

The conversation above shows that the buyer violated maxim. It was violating maxim of quantity. Maxim of quantity requires the speaker to give the informative answer which means it is not less or more than it should be. While the buyer here violated it by giving the answer which is more than required. In order to obey the cooperative principle, the buyer should have just given answer by saying that she just wanted one kilogram of fish when the seller asked how many kilograms that she wanted.

Buyer : Adong dope wortel mi dua kilo?

(Are there two kilograms of your carrot left?)

Seller : Hera na dang adong dabah. Pette ma hu kilo ma jo.

(It seems like there are no more. Wait, i will measure them.)

From the conversation, it can be known that the seller violated maxim of quality. When the buyer asked whether there were still two kilograms of carrot or not, the buyer answered with lack adequate evidence.

There are some previous studies on violating maxims. One of them was Tsojon (2016) who studied about violating maxims in advert billboards. The findings revealed that maxim of quantity was dominantly violated by giving little information to arouse the interest of the public towards that which is advertised or to keep the public in suspense.

Another researcher, Sobhani (2014) analyzed the violation of cooperative principle maxims in complex essence of the psychological consulting context. He found that Grice's maxims can make a great contribution to the field of pragmatics and psychology, when they are either followed or violated.

Then Jorfi (2015) studied the violation of four maxims in American TV series 'Friends'. The findings revealed that the characters disobeyed the cooperative principle in order to create laughter. The last one was Inayati et al (2014) who studied violating maxims in Gilmore Girls drama serial. The findings revealed that there were two types of violating maxims, without any purpose of the violations.

From the previous relevant studies, this study has some differences. The objects of previous studies were American TV series, drama, psychological consulting conversation, and billboard. While in this study, the researcher is going to analyze the utterances from Batak Toba sellers and buyers in market. Another

difference is the previous studies mostly show that people violated maxims to reach some goals such as creating humor, arasing public interest, and in a reseach the reason or purpose violating maxims was not even discussed. This study will focus in analyzing the violating maxims by Toba Batak sellers and buyers and their implications of violating maxims.

B. The Problems of the Study

Based on the explanation above, the problems of the study are formulated as in the following:

1. What types of maxims were violated by Toba Batak sellers and buyers in Parluasan Traditional Market Pematangsiantar?
2. What are the implications of violating maxims by Toba Batak sellers and buyers in Parluasan Traditional Market Pematangsiantar?

C. The Objectives of the Study

Related to the problems of the study formulated above, the objectives of the study are:

1. To find out the types of maxims were violated by Toba Batak sellers and buyers in Parluasan Traditional Market Pematangsiantar.

2. To describe the implications of violating maxims by Toba Batak sellers and buyers in Parluasan Traditional Market Pematangsiantar.

D. The Scope of the Study

The scope of the study is limited to the violating maxim by Toba Batak sellers and buyers in Parluasan Traditional Market Pematangsiantar. The data will be taken from the utterances of Toba Batak sellers and buyers. The types of violating maxims will be discussed by using Grice's cooperative principle theory.

E. The Significances of the Study

This study is expected to be useful both in theoretically and practically. Theoretically, this study is expected to be useful for English Departments students who are going to analyze Cooperative Principle and violating maxims. For teachers, it is expected to be useful for being a teaching material. In addition, the study is also expected to be a contribution to others who are interested in doing future research with similar field.

Practically, it is expected to be useful to enlarge the knowledge of the students who are interesting in learning Cooperative Principle and its violation. It is also expected to be useful to give information to the speakers and listeners about their problem and difficulties in understanding and following Cooperative Principle.