

CHAPTER I

INTRODUCTION

A. The Background of Study

Language becomes an important aspect in human life. It is how people communicate and interact with others. It is what people say and what they intend to say in their conversation. It is the means to convey messages to the others. Language cannot be separated from human life since it is a means of communication. Communication, specifically language, is used for many purposes. It is used for socializing, expressing feeling, sharing knowledge and ideas, maintaining good relationships with others, and others related to human interaction in life. Becoming the most commonly used of human language, conversation also has its function as a part of language. In a conversation, to do those functions well, there are some rules that should be followed by the participants of the conversation. Without language we will get difficulty to talk to one another. Language is a system of communication by written or spoken words which is used by the people of a particular country or area. The language built from the habits and the geographical area where the speakers are living. That is why language is an important thing for human being. To be successful in communicating through conversation, two or more people as the participants of a conversation should be able to be cooperative each other so there is no misunderstanding in the conversation. The speaker can lead the listener to gain the

messages in the conversation clearly and the listener can understand the meaning, even a hidden meaning, in the speaker's utterance.

Originally, the function of language is as a communication tool. Leech (1983:54) stated that language is communication. Means that it is impossible for people to have interaction and understand each other without language. Language is related to communication and communication itself is speaking which is done by having a conversation. A conversation is communication by two or more people on a particular topic. Conversation needs someone to be the speaker and others to be hearer. In order to communicate accurately and efficiently, speaker(s) and hearer(s) should try to cooperate with one another to make the communication succeed. People have to give contribution or messages, which can be understood by listener or hearer. There were rules called cooperative principle that should be obeyed in order to achieve a cooperative communication among speaker(s) and hearer(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 with can be easily understood, and to interpret those them by assuming that those utterances are obeying the principle.

According to Longman Advanced American Dictionary (2007, p. 895), Language is a system of communication by written or spoken words which is used by the people of a particular country or area. The language built from the habits and the geographical area where the speakers are living. Good language developed based on a certain system and a set of rules were observed by the speakers.

Originally, the function of language is as a communication tool (Bühler (1934) in Diessel, 2011, p. 3) Hence, the language has more specialized function that is for establishing relationships, solidarity, and cooperation within the community, the language had been used to express mind with the feeling so that the listener will be able to sense what is discussed about. As a communication tool, the language is used to convey the ideas, feeling, whether real or imagination. The imagination function is usually in the form of art works, including poetry, stories, fairy tales, and jokes. In the jokes, language is used as a communication tool by violating maxims of communication, they are cooperative principle and politeness principle maxim.

Conversation itself however consist of two kinds; written and spoken. We can find the conversation in written such as movie scripts (screenplay) in a movie, dialogues in a play, and in spoken such as talk shows or interviews in television.

Sometimes people disobey the cooperative principle in their conversation. When speaker does not fulfill or disobey the principle (maxim), he is said to “violate” the maxim. When the speaker(s) and the hearer(s) can be unsuccessful since they will misunderstand each other. Speaker(s) who violate a maxim cause the hearer(s) not to know the truth and only understand the surface meaning of the speaker’s words. Maxim is the express general truth or rule of behavior. There are four types of maxim, Maxim quality it is means where one tries to be truthful, and does not give information that is false or that is not supported by evidence. Maxim quantity, mean where one tries to be as informative as one possibly can, and give as much information as is needed and no more. Maxim of relation it is mean where one tries to be relevant and saying things that one pertinent to the

discussion. Maxim of manner it is mean to be clear, as brief, and as orderly as one can in what one say, and where one avoid ambiguity.

Understanding Cooperative Principle is not far from understanding conversation that is not fulfilling maxim. That is maxim flouting that becomes an interesting topic related to Cooperative Principle. By violating maxims, people seem to be uncooperative, but actually, they do. They violated of maxims because of some certain reasons. Behind the utterances in which maxim violation occurs, there are some hidden meanings and certain purposes that is tried to be conveyed by the speaker.

When someone asks, "How are you?" to another one and the other one answers by saying, "The weather is not good, it is so hot," it can be implied that the second speaker is violating a maxim. Here, the complete example is provided. The hidden meaning is either that the second person is not in a good condition or that the second person actually does not like the first person at that time. That is why the second speaker says that. In maxim violation, speakers perform some strategies in order to convey the hidden meanings of their utterances. They are also having reasons and certain purposes in being uncooperative. Everyone indeed has the possibility to violated the maxim of Cooperative Principle. Then, it can be assumed that whether the conversation is in the real life or even in a movie or in a novel that the script is made by people, maxim flouting can happen.

A movie is a form of symbolic expressions of human being. It can be the most suitable media for understanding human's conversation since it resembles the real world of human. It is inspired by human, made by human, and played by

human. In its best value, a movie or film has the ability to record people and the events around them (Graham, 2005: 117). It differs from a novel which only provides narrations and conversations without performing it in reality. As a result, analyzing the maxim flouting in a movie can somehow represent an analysis of maxim flouting in human life.

Based on the explanation above, the researcher chooses movie as the object of the research because it is one kind of visual communication which uses written conversation (movie script). The researcher interest to analyzing "*Johnny English Reborn*" movie because it is one of the best kind of visual best film in 2011.

The researcher is interested in analyzing maxim because the researcher experience that not everyone knows about maxim and they often disobey the rules in their conversation. Even the researcher himself realizes that he also disobey the rules in his daily conversation with others. An example of maxim violation usage in the "*Johnny English Reborn*" movie ;

For example :

Tucker : Sir, I don't think he's a "Susan."

Johnny: But then you're not a linguist, are you, Tucker'? It's not "Susan,"it's "Shoooshan." From the Xinzhou region, unless I'm very much mistaken. Thank you, Shoooshan.

Johnny English is in a plane with Tucker. Tucker says this utterance when he sees a steward stowing Johnny English's stuff name Susan. Susan is a name of a woman. Tucker is suspicious because the steward is a man. Tucker is affraid of

some in disguise that is going to fail the mission. Tucker tries to be cooperative with Johnny by telling what he thinks. However Johnny is not being cooperative to Tucker by telling something that is not really the truth and what he lacks of adequate evidence. By this Johnny violates the maxim of quality. It means that he is not being cooperative with Tucker. After the plane lands, Johnny finds that the key of vortex that he keeps in his cabin is lost. He does not really consider what Tucker informs to him, the steward is actually the key thief.

B. The Problem of Study

Based on the background of the study, the problem of the study were formulated as follows:

1. What was the most dominant type of maxim violation used in the “*Johnny English Reborn*” movie?
2. How was the maxim violation realized in the “*Johnny English Reborn*” movie?

C. The Objective of Study

The objective of this study were formulated as follows:

1. To find out what was the types of maxim violation used in the “*Johnny English Reborn*” movie.
2. To describe the most dominant maxim violation used in “*Johnny English Reborn*” movie.

D. The Scope of Study

This study focused on analyzing the maxim violation in “*Johnny English Reborn*” movie.

E. The Significance of Study

By this research, the writer hopes that this research theoretically can be useful and give deeper understanding about Pragmatics especially in analyzing violation of maxim from the four types of it, they are quality, quantity, relation and manner for who wants to learn it. Practically by knowing Maxim readers can easily guide the addition meaning of a statement and how to analyze it and also be the source for further research.