

## CHAPTER I

### INTRODUCTION

#### 1.1 The Background of the Study

People use language as communication. Communication is simply the act of transferring information from one place to another. People use many variations in communicating in order to share their feelings and ideas such as verbal and nonverbal communication. Buck (2002) states that two types of communication. Verbal communication is the use of sounds and words to express yourself. Nonverbal is usually understood as the process of communication through sending and receiving wordless messages. Communication makes information can easily be delivered from the speaker to listener. Communication requires that the communicating parties share an area of communicative commonality.

The speakers and listeners always make efforts to contribute efficiently when they partake in conversation in order to achieve the purpose. In achieving the purpose, the conversation should have direction. Grice considered this by proposing conversational maxims to set the mechanism of conversation in order to make the speaker and listener understand each other based on which people interpret others' utterances. Conversational maxim is a set of rules in conversation between speaker and listener as Chapman (2000) says that conversational maxims are the areas in which conversational partners cooperate. The speaker and listener cooperate during conversation by delivering his/her intention for speaker and interpreting the speaker's intention for the listener so that the communication becomes effective.

Effective communication only occurs if interlocutors give the appropriate contribution in talk exchange. Sometimes the listener misunderstands what the speaker says. This can occur if the speaker does not say something directly what he/she means, when the speaker does not say what he/she means, it means he/she implies the meaning. It can be understanding if the listener can misunderstand the speaker's utterance because sometimes what the speaker means is different with what speaker says.

Grice (2006) states that make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. (Cited in Yule, 2006). Grice (1975) proposed four conversational implicature known as conversational maxims to explain the link between utterances and what was understood from them in order. The four maxims are maxim of quantity (informative), maxim of quality (truthful), maxim of relation (relevant), and maxim of manner (clear).

Successful communication can occur by means of obeying the maxims, there is still a problem when a speaker does not follow the rules of maxims.

Generally, a speaker has particular purposes in breaking maxim that he or she wants interpreting to achieve. There are four breaking maxims developed by Grice, they are flouting, infringing, opting out, and suspending (Thomas, 2013).

From the four breaking maxims, violating is one of used failure that occur in conversation every day. If speakers do not purposefully fulfill certain maxim, there will be maxim violation. Grice (1989) states that when the speaker does not fulfill or obey the maxims, the speaker is said to violate the maxims.

Conversational maxims occur in the conversations in every situation of human life. Ross (2005) states that the definition of humor is something that aims to make a person laugh or smile. It is as a condition that can cause people laugh in everyday life. However, humor appears not just as an entertainment but also has characteristics or form and function of its own.

The phenomenon of the humor serves in several media such as book, television, radio and even online media (social media). Social media such as Facebook, Twitter, blogs, as well as the photo and video-sharing sites YouTube, and Instagram. One of them is *Keluarga Beti* in which many utterances happen among the characters. This comedy series was played by Arif Muhammad. This series appeared on YouTube in 2013. The reason is that Arif Muhammad does not only play one character, but all the characters in this series. This series tells the story of life, especially *Beti's* Family in their daily lives, with her friends and neighbors.

The utterance makes in many conversations involve some main characters (Mak *Beti*, *Beti*, Merlin, Marta, and Joshua) in *Keluarga Beti*. This series tells how the life of child and his mother who still live in the village. The popular character in this series is "Mak *Beti*". *Keluarga Beti* comedy series has a lesson that communicates with our life. Most of women have more problems than men. There is also "the power of mak mak" that we can't lose. The power of Mak mak is a jargon for women in Medan that feel like have anything and can do everything. While researcher watch *Keluarga Beti* Series, the researcher find the conversation there. The main characters in the series violence communication to make interaction among the speaker from each other. The preliminary data which

takes from the conversation happens in *Mak Beti* Series. This utterances follow violating maxim in it:

B : *Iiiiss.... gak ada yang lewat lo lin. Berapa lama lagi kita nunggu ini? Males kali aku kek gini lah.*

(Iiiissss... (Annoying) there's no public transportation coming through. How much longer we need to wait? I hate witing like this)

Mrl : *Sabar kau! Angkot disini lewatnya satu-satu. Macem gak tau aja kau jalan angker ini.*

(Be patient ... the public transportation here only passes through one by one. You knew already this road is haunted)

(Title: *Kabar Duka Merlin: 15<sup>th</sup> December 2020*)

Merlin and Beti are waiting for the public transportation in the public transportation stop. But the public transportation very long to come there. Beti ask to Merlin about that situation, the reason why is the public transportation do not come yet, whereas they have been waiting a long time.

In the conversation above shows Merlin in the example of preliminary data, based on Cutting (2002), violating maxim of quantity happens when a speaker does not contain information that is really needed by the speech partner. Likewise, if the speech contains excessive information. The speaker gives more information (overstating). The statement from Mrl covers the public transportation that did not passed away yet. So, the reason of Mrl's statement was hiding the truth.

Another example which shows the violating maxim in Keluarga Beti Series can be seen in the conversation below:

Mr1 : *Aku nyadar orang susah marta, kalo beli gak ada duitku, makanya aku nyari*

(I realize that I'm the poor, I don't have money to buy it so I work for it)

Mrt : *Owalah ... nasib nasib jadi orang susah*

(Owalah ... fate of being poor)

Mr1 : *Hitam kali hitam kali. Dapat aku loh.*

(Very black ... very black. I got it)

Mrt : *Mana Lin? Mana Lin?*

(Where is it Lin? Where is it Lin?)

Mr1 : *Wiiihh... mantap ini loh.*

(Wiiihhhh.... That's great.)

Mrt : *Eh ikan sepat ini Lin, untukku aja.*

(Eh... this is sepat fish Lin, for me!)

Mr1 : *Bapak kau itu ikan sepat. Jelas-jelas ini ikan cupang.*

(Your father is a fish. This is real a beta fish)

*(Ikan cupang yang paling langka: 18<sup>th</sup> December 2020)*

The data above shows Martha violated the maxim of quality. Violating maxim of quality is speaker can violate the maxim of quality by not being sincere and tend to give wrong information to a hearer (Cutting, 2002). The dialogue happens when Merlin and Martha seek betta fish in a pond. Then Mrt says that there is no fish in that pond and give suggest for buy it. But Mr1 has still an effort

for get a betta fish. Finally, Mrl got a black betta fish. The realization of Mrt's statement was contradiction. She said the opposite that Mrl's statement.

Violating maxim of quality is a situation where a speaker is not sincere and gives wrong information to a hearer, which can be said as lie. Cutting (2002) states that speaker can violate the maxim of quality by not being sincere and tend to give wrong information to a hearer. Mrt says a fish that Mrl catch is sepat fish. This answer that did not heed the quality maxim was express as a reaction to Merlin's says.

From the preliminary data found that the violating of maxims not only happens in daily conversation but also in comedy series. Daily conversation is exchange information or solve problem, but there is no script that contains violating maxims. Meanwhile in comedy series makes people feel good and enjoy even laugh. To create the laugh in comedy needs a script that arranges the player to makes joke situation.

There are several studies related to this research. The study is conducted by Andy & Ambalegin (2019) states that there are four kinds of of maxim violations existed on Night at the Museum. There are three data indicated relation maxim violation, only two data supported quality maxim violation, four data show manner maxim violation and finally 4 data also indicated violation of quantity maxim.

Novebry & Rosa (2019) conducted the research about an analysis of maxim violation in situational comedy. The results of the research are two important findings. The researchers found that there are one hundred forty

violated utterances found in three hundred thirty-six scenes from twelve episodes: first, the dominant maxim is violation maxim quantity. The researcher also found that some indicators to identify the reason of maxim violation based on the guidelines from Tupan and Natalia (2008) and Christoffersen (2005) were not found such as avoiding to hurt the hearer, building one's believe, and convincing the hearer (violation of maxim quality), do the wrong causality (violation of maxim relation), and voice is not loud enough (violation of maxim manner).

Rahardja & Rosyida (2019) conducted the research about the types of violation maxims, the most dominant violation maxim, and to explain the causes of the most dominant violation maxim in Dodit Mulyanto's Stand Up Comedy Indonesia season 4. The analysis shows that all types of maxims were violated. The most dominant type of violation maxims was the violation maxim of relation because Dodit Mulyanto delivered too much message, which is unmatched with the topic or changed conversation topic abruptly or did the wrong causality, than is required to raise humor in Stand Up Comedy Indonesia Kompas TV season 4.

The reason for choosing the violation maxims of main characters in Keluarga Beti comedy series because comedy usually contains humor or unusual language, sentences, phrase, word that contain the violation maxim. This comedy series relate to occurrences of the different situation of violation maxim in conversation in another research.



## 1.2 The Problems of the Study

Based on the description of the background of the study state above, the problems of the study are formulated in the following:

1. What types of violation maxims used by the main Characters in *Keluarga Beti* comedy series?
2. How are the violation maxims applied by the main characters in *Keluarga Beti* comedy series?
3. Why are those types of violation maxim used by the main characters in *Keluarga Beti* comedy series in the ways they are?

## 1.3 The Objectives of the Study

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

1. to investigate types of violation maxims used by main characters in *Keluarga Beti* comedy series,
2. to describe realization of violation maxims used by main characters in *Keluarga Beti* comedy series, and
3. to explain reasons of violation maxims used by main characters in *Keluarga Beti* comedy series.

## 1.4 The Scope of the Study

The scope of the research is limited to the subject of violation maxims in *Keluarga Beti* comedy series taken from Youtube channel. The series happen from October until November 2020. There are five videos used as source of data in this study.



### 1.5 The Significance of the Study

The findings of the study are expected to be applied theoretically and practically.

Theoretical Significance:

1. Enrich the theories of violation maxims,
2. this study can be usefull for the learners to understanding about violation maxims.

Practically, the usefullness of findings are described as the following:

1. For the readers, it can be usefull to add more knowledge of how violation maxims occurs in comedy,
2. it can be references to researchers who are interested in studying violation maxims performed by the main characters in comedy series.

