

# CHAPTER I

## INTRODUCTION

This chapter discusses the background of the study, the research problem, the objective of the study, the significance of the study, the scope and limitation of the study, and the definition of key terms of the study.

### **A. Background of the study**

Humans are social beings which require language as their primary communication device. Spoken language is the most important in life, people usually speak with each other to convey the information they have, to express feeling, to tell their ideas, to share knowledge to each other, to give some opinions about something and using spoken language people can build their social relationship among family, friends, and society. In daily communication, people have the various style to communicate and make conversation with others. There are some principle to speak well within society in certain cultural (Citraresmana, Inayati, and Mahdi, 2014), For example in Javanese, the principle or the rules of speak depend on their social classes, states in their family, their ages, etc.

Communication used to satisfy people of getting curious about something, people cannot forget the communication since its the primary needed, also people cannot live without it. Communication happens in each people in the world from baby, kids, until grandfather. Regardless of the gender, in a day people can communicate more over ten thousand to twelve of thousand words to their listener.

Conversation depend on Cook (1989) is widely used, in a non- technical sense, and people seem capable of distinguishing it from other kinds of talk. Talk may be classed as conversation when: it is not primarily necessitated by a practical task, any unequal power of participants is partially suspended, the number of participants is small, turns are quite short, and talk is primarily for the participants and not for an outside audience.

The conversation does not only happen in real life, but there are also conversations in the fictitious world, for example in an advertisement on television, short movie, drama, animated movie, etc. In the fictitious world, there is a conversation and maxim flouted sometimes happen in it. However, the conversation in the fictitious world based on a real conversation. Maxim usually affected by the condition of the speaker and sometimes the listener does not know about the speaker's feeling (Dewi, C., and Putra, 2014).

In fact, the speaker does not always speak honesty, relevancely, and clearly, then the speaker automatically flouting that maxims. People can flout the maxims, which means they do not apply the principles or ruler and norms during communicating people. Flouting the maxims may be happens for people which has misunderstanding about the principles of the maxim, or someone who did not use the cooperative principles properly, or it happens when people get attention of their children as in Paltridge's example when a mother tells her children "Mummy's gone on a little holiday because she needs a rest" that someone is liable to mislead someone. What she is really saying is that she is going away to consider whether or not she is going to divorce their father. In the

example, the mother is deliberately misleading her children by lying, which violates the maxim of quality. Maxims can be flouted (Andersen, 2013).

Flouting maxims in a conversation makes the listener misunderstanding about the speakers spoken about, it may be the speaker give too much information for the listener and makes miscommunication since the speaker wants to give their information or opinions but they deliver it with flouting the maxims, they may flouted the maxims because their understanding of conversational principle is less properly.

Many researchers conducted research on flouts of Grice's conversational maxims such as research conducted by Chadafi, Muammar (2014) the researcher use Veatch's conventional humor theory to stating the process of humor conversation in "1001 Jokes" book and uses Grice's conversational maxim theory to analyzed the maxims flouted. However, the point that makes this study difference from the previous study is the focus of the study. This study describes maxims flouted in the conversation of the characters in the animated movie "*Big Hero 6*" by using Grice's Conversational Maxim theory and the dominant of maxim flouted in the conversation of the characters in the animated movie "*Big Hero 6*".

The researcher conducts research about the maxims flouted in the animated movie "*Big Hero 6*", an animated movie by Dolhan and Jordan Roberts, "*Big Hero 6*" is an animated movie produced by Walt Disney. It was one of the most anticipated movies of 2014. It was the first collaboration between Disney and Marvel. Disney adopted this movie from Marvel comics that released in 2009.

This movie changes the route of Disney dramatically since the story is about the future of technology with touches of imagination from the writer. And also the important things from this animated movie is about the language, the chosen language of this movie is simplified and easy to understand. Since the animated movie "*Big Hero 6*" is an animated movie that aimed at children, teenagers, adults, and family wherever they are, they can understand this movie.

Based on the phenomenon about the flouting in maxims in the animated movie, the researcher choose this topic because of another reason, since it is interesting to be discussed for some reasons. Firstly, the researcher wants to deliver a message to the reader that the characters in this movie sometimes flout the maxim without realizing that they utter the message inaccurately, and unclearly even the characters of this movie speak fluently and unworried. Secondly, the conversation from this movie based on real life, then the researcher wants to convey to the reader that people oftentimes speak anything that they want to speak, they speak without looking at the rules or norms of speech, especially the rules of cooperative principle i.e. the maxim of quality, the maxim of quantity, the maxim of relation, and the maxim of manner. Thirdly, this topic was chosen because observing flouting maxims is needed to give a clear explanation to the reader who cannot understand the flouting maxim in order to make successful and meaningful conversations. Lastly, "*Big Hero 6*" animated movie is a recommended movie; it was adapting from Marvel comic, and the chosen language of this animated movie is easy to understand for all of the generation people from children until the adults.

This study focus to find out the types of Grice's conversational maxims flouted in "*Big Hero 6*", and the frequency of the Grice's conversational maxims flouted in the conversation of the characters in "*Big Hero 6*" animated movie by Dolhan and Jordan Roberts.

### **B. Research Problem of the Study**

In conducting the study, the writer formulates two research problem as follow:

1. What are the types of maxim flouted by the characters in animated movie "*Big Hero 6*"?
2. What is the dominant of maxim flouted by the characters in animated movie "*Big Hero 6*"?

### **C. Research Objective of the Study**

In accordance with the formulation of research problem, the objectives of the study are as follow:

1. This research is aimed to describe what are the types of maxims flouted in the conversation by the characters of Animated Movie "*Big Hero 6*" by Grice's Conversational Principle Maxims.
2. This research is aimed to reveal the dominant of maxims flouted by the characters of Animated Movie "*Big Hero 6*" by Grice's Conversational Principle Maxims.

### **D. Significance of the Study**

This research is expected to be useful both theoretically and practically:

1. Theoretically, this research enrich the knowledge of linguistics research especially in discourse analysis field. It can also be source of information

about maxim conversational cooperative principle by Grice in the characters of movie.

2. Practically, this research makes people understand about the conversation in the fictitious world sometimes can be flouted, and through this study, students can more understanding about discourse analysis especially in flouting maxim by Grice's conversational maxims theory.

#### **E. Scope and Limitation of the Study**

This research needs to scope and limitation to limit the research and make the research simple but rich knowledge. This research is focused on finding the maxims flouted in the conversation of the characters in the animated movie "*Big Hero 6*" by using Grice's conversational principle theory. And the researcher tried to find the types and the frequency of maxims that flouted by the characters in the animated movie "*Big Hero 6*" by using Grice's conversational principle.

#### **F. Definition of Key Terms**

1. Grice's conversational principles: it was formulated by philosopher Paul Grice in 1975. Grice's conversational principles is a principle of human conversation proceeds that applied in a daily life conversation. There are four maxims in it i.e. the maxim of quality which the speakers purpose to speak the truth, the maxim of quantity when the speakers intending to speak briefly, the maxim of relevance which the speakers intending to speak Relevance with the topic, and the maxim of manner when the speakers purpose to speak clearly.

2. Flouting maxims: maxim can be flouted when the speakers are not following the conversational principle and sometimes the speaker deliberate the information to the receiver for certain meaning.
3. Animated movie: one of the illustrations and painting that photographed in the frame by frame then recorded to be cinematography. Generally, animated movie intended to children and teenager but easily can be enjoyed by all ages. The language used in the animated movie is often unpretentious or simple to understand the viewers, the content of the animated movie can be enjoyed by children, and family, since it has some moral values and innovation for the viewers.