

CHAPTER II

REVIEW RELATED OF LITERATURE

This chapter reviews some relevant theories underlying the study as the research is concerned for the cooperative principle and its maxims. It consists of some items such as the definition of language, discourse study and advertisement.

A. The definition of language

As social creatures, people need a tool or devices for communication even for interaction to each other. According to Herbert H. H Clark and Clark “language is fundamentally an instrument of communication. People talk as a way of conveying ideas to others of getting them to grasp new facts, answer questions, register promise, and so forth”.¹ People need someone else to share the ideas, feeling, getting-asking information, asking question etc. Everyday people go and meet other people even with their neighbors, by the time, they need language even they use it unconsciously, just like greeting, asking day, date, etc.

That is the motive way language is important in social life. By communicating they can share everything to others. Shortly, they use a language as a device to communicate and make relationship. In the

¹ Herbert H Clark and Eve V Clark. *Psychology and language*: (United States Harcourt Brace)

relation in this case, Wardhaugh defines language as a system of arbitrary vocal symbol used for human communication. Wardhaugh's definition seems to focus on human communication, not other communication possessed by animals. Language is a shared code that enables users to transmit ideas and desires to another.

Base on those opinion many linguist stated that language is a tool for conveying what the people want to say to others. It is also stated in oxford learner's dictionary, that language is a system of sounds, words, used by human to communicate thoughts, and feeling.² From those opinion the researcher can conclude that language is a tool for communication or conveying ideas, feeling experience or anything people want to say to other people.

In using language, people must know the function of language that can help them in communication effectively. Halliday stated that generally the function of language can be divided as follows:

1. ideational ,function to shape, keep and clarify the relationship between society.
2. interpersonal function to convey the information between members of society

² Martin h Manser, oxford learner's pocket dictionary (Newyork: Oxford university press, 1995)p.233.

3. textual function to supply the design, discourse organization that is relevant to the situation.

According to Halliday, ideational function is related to the role of language to express the 'content', the expression of speaker about the fact, include his imagination or dreamland. Next Halliday explain about interpersonal function, it is related to the role of language to construct and keep social relationship, to express the roles of social include the roles of communication that is created by its language. The last is textual function, Halliday explains that textual function of language is the basic unity in its usage, not word or sentence but text and textual substance of language is a selection set, that by this way may the speaker and writer makes a texts-to-use language in relevant way to the context.³ Other than Halliday, Abdul chaer states the function of language is a tool for conveying the thought, ideas, concept, or feeling. In this case, Wardhaugh as a sociolinguist also states that the function of language is a tool of communication by people, even oral or written. But the function has covered five base functions that are according to Kinneavy called function of expressing, taking and giving information, exploring, persuading and entertaining in daily activity of human life⁴.

³ Abdul, Chaer, psikolinguistik: kajian teoritik(Jakarta: rinekacipta,2009),p.33.

⁴ Abdul,chaer, Psikolinguistik: Kajian teoritik (Jakarta: rineka cipta,2009),p33.

In using language, people can use it by two forms. As stated by John Field that language operates in two different modalities, speech and writing.⁵ in human life, these modals of language are learnt in order to people can use language well because both modals have a different rule of their usage.

B. Communication

In the previous explanation, it is explained that language and communication are two items that cannot be separated. Without language communication is no sense. Communication is activities that use language, even verbal or non-verbal expression. People can know and understand everything by using language. By this reason, in the first grade of elementary school, the students have to be able to read and write, after people can read and write well, automatically they can produce and communicate well. It is the description of how important language for human. So, understanding language and knowing the use of language is the first important thing for human need.

According to Syaiful Rohim, communication is a social process, it means communication always involves human in interaction. He states that communication is a part of human activity in daily lives.⁶ its mean if

⁵ John filed, psycholinguistics (Newyork:Routledge Taylor and francis Group,2003),p.05.

⁶ Sandra j. Savignon, communicative competence (United State of America; Addision-wesley Publishing Company,Inc,1983),p.04.

the people can communicate well it same as they make good relationship in society. Most of the linguist stated that language and society are one part that needs each other. They cannot be separated.

Communication, just like explained in preceding paragraph, has some elements. They are: 1) source, 2) communicator, 3) message, 4) channel, 5) effect. To make it clear, here will be explained what each element is.

1. source

Source is a basic used in conveying the message in order to strengthen its message, such as person, instruction, book, and document, or a sort of them. If source classified, there are three categories, they are: Institution: university, institution, academic, etc. there are: Person the head of university, director, position or Amir, Mr Hasan, Mrs Sjarif and others and Noninstitution/nonperson manual book of university, manual book of faculty, the law and others.

2. Communicator

In communication, every people or group can extend the messages of communication as the process, it means the communicator can be listener or in contrary. For communicator, there are some points that should have been known. They are: a)

performance, b) understand the problem, and c) mastery the language.

a. Performance

Special in communication, face to face or that media that use audio visual, the communicator has to adapt to the environment and listener. The performance that is aimed is appropriate to etiquette and pay attention to the situation, time and place.

b. Know the problem

Someone who appears or is appeared as a communicator should have known the problem well. If her or she does not know the problem, after process communication will make unbelievable to the communicator, and finally the message will impede the effectiveness of communication. In a process of communication, feed back that relates to the problem will achieve the purpose of communication.

c. Understand the language

The communicator should have understood the language well. This language is language that used and understood by the listener. Understanding the language will help in explaining the messages that wants be conveyed to the audience. Without

knowing the language well, can make misinterpretation or unbelievable the communicator.

3. Message

Message is all of what is extended by the communicator. This message has a gist of message (topic) that is actually become a manager in effort to try change attitude and communication behavior. Message can longer discuss about all aspect, but the gist of message of communication always will direct to the last purpose of this communication.

4. Chanel

Chanel is pipeline of extending the message, sometime called by media. Media of communication can be classified in two parts. The fist is public media and the second is mass media.

5. Effect

Effect is the result of a communication, which is someone's attitude and behavior, whether attitude and behavior appropriate or not what we want. If these are appropriate, that means the communication is getting way, just the opposite the other way. The effect actually can be seen from: person, opinion, public, and majority opinion.

a. personal opinion

Own opinion, this denotes an effect or result gotten from communication. Personal opinion is the attitude and someone's opinion to a certain problem.

b. Public opinion

It is often given a meaning the opinion of public. The definition is social assessment about an important and meaningful thing based on thought exchange that is done by an individual conscious and rational.

c. majority opinion

The majority opinion is an explanation of the reasoning behind the majority decision of a supreme court. In terms of the United States Supreme Court, the majority opinion is written by a justice selected by either the Chief Justice or if he or she is not in the majority then the senior justice who voted with the majority. The Majority Opinion is often cited as precedent in arguments and decisions during other court cases. Two additional opinions that justices of the US Supreme Court might issue include a Concurring Opinion and a Dissenting Opinion.

So, in communication there are five elements and each element has other element that can give direction what the communication should happen. After knowing the elements of communication, it is

better knowing the purpose of communication. Every people who communicates always has a certain purpose, it may give news, ask question, make a joke ect. As state by Widjaja, he said that generally communication has some purpose, they are: (1) In order to what we extend can be understood, as communicator we should have explained to the listeners well and totally, so that, they can understand and follow what are mean,(2) understanding other people. We as the communicator must understand the aspiration of society well about what is wanted And (3) actuating other people to do something. Actuating something can be interpreted variously, it may be an activity. The definition of activity here is the activity that many supports, but the important thing that must be remembered is the way so that.

Shortly, we can say that communication purposes expect the understanding, support, idea, and action, if we want to make communication, we should examine carefully what our purpose.⁷

Next discuss about the kinds of communication. If we look at the preceding chapter that discusses about the general kind of language written, oral and sign language, it is no more different with the kind of communication. According to Widjaja, the kind of communication can be into four kinds, they are:(1). Written communication, is the

⁷ Widjaja, Ilmu komunikasi pengantar study (Jakarta: Rineka sipta,2000)

communication that is extended in a written manner,(2) Oral communication, is the communication that done orally. This communication can be done directly face to face or through phone, (3) Nonverbal communication, is the communication that use expression pantomime and sign language and (5) One way communication, is the coercive communication that can organized as command, instruction, and coercive by using sanction.⁸

In according to this research, the researcher wants to analyze the function of communication in order to convey the message between one to others. By using language people can communicate or interact. By communication, people can make a good relationship between them. Based on the kinds of communication, the research, concerns to the kind of communication point one and two. Those kinds can be called by verbal communication.

a. Verbal communication

He sharing of information between individuals by using speech.Individuals working within a business need to effectively use verbal communication that employs readily understood spoken words, as well as ensuring that the enunciation, stress and tone of voice with which the words are expressed is appropriate. Effective verbal or

⁸ Sandra J.Savignon,communicative competence (united state of America: Addision-wesley Publishing Company,Inc,1983),p.04

spoken communication is dependant on a number of factors and cannot be fully isolated from other important interpersonal skills such as non-verbal communication, listening skills and clarification.

According to Stewart I and Sylvia moss said that the process of communication covered sending message from someone's system of nerve to the others in order to produce a sense that is similar to the sense on mind of the sender. A verbal message does it through words which is the main substance of language, and has been clear form of verbal symbol.⁹ A verbal massage is message that is sent by the people using written or speech. When there is a person says something to other, the words whom he says is called by verbal message. It same as when someone send a message by written letter, the message that he sends is called is verbal message. So, oral is communication by using language in speech or written form. John said that" two factors determine the ability of the language users people produce speech like sounds: (a) the shape, size and position of the articulation that we use. Speech demand complex interrelationship between our tongue, teeth, soft, plate, jaw, and nasal cavity as well as the ability to flex our vocal cords at will, (b)the ability the breath and utter sounds at the same time."¹⁰ The researcher can conclude the

⁹ Dedy Mulyana,A.A,Human communication:Prinsip-prisip Dasar (Bandung:PT.Remaja Rosdakarya,1996),p.72.

¹⁰ John filled,Psycholinguistics(Newyork:Routledge Taylor and francis Group,2003),p.06

characteristics of speech relating to sound, for example speech, talking in the phone and interaction to other ect.

While verbal expression in written form is the way to use language by using words or sign that is written by people. Writing is not language, but merely a way of recording language by means of visible mark¹¹. According to this statement, written is a form of language uses mark that can bee seen or red just like using words or sign. For example letter, traffic light, poster, ect.

b. Non-verbal communication

Nonverbal communication is the process of communication through sending and receiving wordless (mostly visual) cues between people. It is sometimes mistakenly referred to as body language (kinesics), but nonverbal communication encompasses much more, such as use of voice (paralanguage), touch (haptics), distance (proxemics), and physical environments/appearance.¹² Typically overlooked in nonverbal communication are proxemics, or the informal space around the body and chronemics: the use of time. Not only considered eye contact, oculistics comprises the actions of looking while talking and listening, frequency of glances, patterns of

¹¹ Rajend Mesthrie, Joan Swann,Andrea Delimert and William I.leap,Introduction Sosiolinguistics (Britain Endburgh University Press,2000),p.27.

¹² Nonverbal Communication Theories. (2009). In the Encyclopedia of Communication Theory. [doi:10.4135/9781412959384.n262](https://doi.org/10.4135/9781412959384.n262)

fixation, pupil dilation, and blink rate. This subject is diverse in meaning, relative to culture and not limited to these definitions specifically.

Even speech contains nonverbal elements known as paralanguage, including voice quality, rate, pitch, volume, and speaking style, as well as prosodic features such as rhythm, intonation, and stress. Likewise, written texts have nonverbal elements such as handwriting style, spatial arrangement of words, or the physical layout of a page. However, much of the study of nonverbal communication has focused on interaction between individuals,¹³ where it can be classified into three principal areas: environmental conditions where communication takes place, physical characteristics of the communicators, and behaviors of communicators during interaction.

Nonverbal communication involves the processes of encoding and decoding. Encoding is the act of generating the information such as facial expressions, gestures, and postures. Decoding is the interpretation of information from received sensations from previous experiences

¹³ Nonverbal Communication. Entry in The Concise Corsini Encyclopedia of Psychology and Behavioral Science(2004).

Only a small percentage of the brain processes verbal communication. As infants, nonverbal communication is learned from social-emotional communication, making the face rather than words the major organ of communication. As children become verbal communicators, they begin to look at facial expressions, vocal tones, and other nonverbal elements more subconsciously.

Culture plays an important role in nonverbal communication, and it is one aspect that helps to influence how learning activities are organized. In many Indigenous American Communities, for example, there is often an emphasis on nonverbal communication, which acts as a valued means by which children learn. In this sense, learning is not dependent on verbal communication; rather, it is nonverbal communication which serves as a primary means of not only organizing interpersonal interactions, but also conveying cultural values, and children learn how to participate in this system from a young age.¹⁴

Stewart I tubs and Syilvia moss had a notion that nonverbal communication or non vocal is only covering attitude and

Paradise, Ruth (1994). "Interactional Style and Nonverbal Meaning: Mazahua Children Learning How to Be Separate-But-Together". *Anthropology & Education Quarterly* 25 (2): 156–172

¹⁴ Dedy Mulyana,A.A,Human communication:Prinsip-prisip Dasar (Bandung:PT.Remaja Rosdakarya,1996),p.113¹⁴ Paradise, Ruth (1994). "Interactional Style and Nonverbal Meaning: Mazahua Children Learning How to Be Separate-But-Together". *Anthropology & Education Quarterly* 25 (2): 156–172

appearance.¹⁵ In this book he makes an analogy to understand to different of verbal and nonverbal expression or communication, he makes an analogy about the feeling of a father who is sent a letter by his son who wants to buy a car, then he send a letter to his father. Of course the letter will effect to his father. He many express angry, happy, or confused. The expressions of his feeling are called nonverbal communication or nonverbal expression. Actually those expressions bring nonlinguistic message. For example feeling of angry, it means that father does not agree to his son's plan. Except used by normal people. Sometimes nonverbal communication is often used by the deaf people. Just like stated by Danny "there we can see a person translating speech into sign for the benefit of deaf and severely hearing-impaired viewers"¹⁶ it is true that mostly nonverbal language used by the deaf mute people.

C. Advertisement

Advertisement is the media of communication that is used to send and spread out the advertorial message¹⁷.advertisement is therefore an important part of the media, not only in terms of what it

¹⁵ Dedy Mulyana,A.A,Human communication:Prinsip-prisip Dasar (Bandung:PT.Remaja Rosdakarya,1996),p.113

¹⁷ Danny.D Steinberg, an Introduction to Psycholinguistics(New York: Longman Group Limited,1993),p.67

finance and the effect that this may have on the content of other media products but also in its own right in terms of advertising text themselves, their content and their possible affect on audience

Advertising (or advertizing) is a form of marketing communication used to persuade an audience to take or continue some action, usually with respect to a commercial offering, or political or ideological support.

In Latin, *ad vertere* means "to turn toward". The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various old media; including mass media such as newspaper, magazines, television advertisement, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

Commercial advertisers often seek to generate increased consumption of their products or services through "branding", which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA).

So advertising is the media or tool that is used by the factory, company, or organization send and spread out the information to the publics in order to get the attention of the public to buy the products or services that are offered. Advertising is used to sustain brand loyalty, reminding customers of all the good reasons for their original decision to buy.¹⁸ If we observe accurately, we will find that every advertisement unique language and visualization based on the topic. Now many kinds of advertisement, the number of advertisement is depending on classification that is based on certain categories. To make it clear, here will discuss the general kinds of advertisement. According to Biiter, theoretically, there are two kinds of advertisement; they are standard advertisement and advertisement of society service.

1. Standard advertisement.

Standard advertisement is advertisement that is arranged specially for introducing the product, service. The function of this advertisement is to stimulate motif and desire of buyer or consumer. In other word, standard advertisement has the purpose to get the economical profit.

2. Advertisement of society service.

¹⁸ Gary, Goshgarian, Exploring Language (United States: Wesley Educational Publisher, 1998), p. 162.

Advertisement of society service is the advertisement that has the quality non-profit. It means the profit for social not a commercial profit. the profit that is expect from this advertisement is trying to get or make a good image in the society. So the essence that differs between standard advertisement and advertisement of society service is the purpose of profit that wants to be achieved or expected.¹⁹

According to Monie lee and Carls Jihson, advertising is commercial communication and non personal of an organization, and its products that have been transmitted to public using mass media, such as television, radio, newspaper, magazine, direct mail, or public transportation. Many people try to make the advertisement as good as possible to attract the attention of the people around, so that they will buy the products or use the services from such company. Rendra stated that, based on the media that is used, advertisement can be classified become two categories. They are above the line advertisement and bellow the line advertisement;

1. *above the line advertisement*

That has characteristic of mass. Mass means the target of public which is in great amount and between them are not acquainted

with. Some media that includes to above the line advertisement are newspaper, magazine, tabloid, TV, film radio and interactive internet media.

2. bellow the line advertisement using certain media.

These media are leaflet, poster, banner, billboard, bus panel, bus stop, point of purchase (POP), sticker, shop sign, flayers, hanging display,etc. In the development, bellow the line advertisement has more variation than above the line advertisement.²⁰

Advertisement is not a new in thing this country. The development of advertising is supported by the developing of technology. Now almost station TV has own advertisement, newspaper, magazine and also in the public places. Just like stated by Maggie-jo St john that advertising is also very expressive, letting the company of dramatize its products through the artful use of print, sound, and color.²¹ The form of advertising is various. The advertisers make it as expressive as they can to attract the intention of people who sees it. We can find the advertisement in everywhere. It makes our society will get some information vastly. In other word, advertisement is media communication that has a purpose to introduce the quality of product, service based on

²⁰ Rendra Widyatama, Pengantar Periklanan (Yogyakarta:Pustaka Book Publisher, 2007),p.76.

²¹ Maggie-Jo St John, Marketing (United Kingdom:Prentice Hall International 1992),p.26.

the need of consumer. Advertisement is tool to achieve the message to the society. Language of advertisement used the simple language. To be clear here is the deep explanation the language of advertising.

D. Language of Advertisement

Because language is used to in all part of human life, it makes language has many functions that appropriate to human's requirement. Just like explained in the previous point, that two of the purposes people used language is giving information or sending message. Together with the development of the creativity thinking of mankind, people try to make a tool by using language to give a message in different way.

Nowadays, people are to find current information just like vacancy, enrollment, expo, promoting new product, concert, seminar,etc. we can find them everywhere, without going to the organization or company that make those information, we can find it in TV, newspaper, magazine, website, radio, pamphlet, even by walking throughout street, in the public hall. Many factories and orgizations extend the quality of their product or service to the other people through advertisement. Nowadays, people more easy to send message or information, by using advertisement can send message or information, by using advertisement can send the message or information widely and vastly to the society. Just like stated by rivers I Wlliam, et al that mass media made reference to all instructions that is a carrier a message-newspaper, magazine,

radio that be able convey the messages to millions people at once.²² According to most companies organization, advertisement is a tool that helps them in extending the message to people in the world.

To attract the attention of the consumer, the people attempt to make the language of advertisement persuasively as required. According to William I nvers, there are five characteristics of mass media, the first is having an aim, the second is always being selected, the third is selective in extending the message, the forth is try to get the target of mass media, the fifth is the communication must be done by social institution that be sensitive toward surroundings.²³ In other words, people must selective to make advertisement as a mass media, people who use advertisement must be careful to use the words, set the advertisement. Charles A O'Neil states that, there are at least four distinct, general characteristics of the language of advertising that make it different from other languages. They lend advertising its persuasive power, (1) the language of advertising is edited and purposeful (2) the language of advertising is rich and arresting, it is specifically intended to attract and hold our attention (3) the language of advertising involves us, in effect, complete the message (4) the language of advertising is a simple language, it holds no

²² River I William, et almedia and masyarakat modern:di alihbahasakan Haris Munandar dan Dudy Priatna(Jakarta:kencana prenada media group,2008)p.18

²³ Ibid.p19

secrets from us.²⁴ The characteristics of the language of advertising are; the first is Edited and Purposeful, the second is rich and arresting, the third is involving symbols offer important tool for involving in advertisement and the fourth is a simple language.

1. Edited and purpose.

The language of advertising is coded by Tofller's calculation, the average adult American is assaulted by at least 560 advertising message a day. Not one completely unstructured. Advertising messages have a clear purpose; they are intended to trigger a specific response.

2. Rich and Arresting

Every successful advertisement uses a creative strategy based on an idea that will attract and hold the attention of the targeted consumer audience. The strategy may include strong creative execution or a straightforward presentation of product feature and customer benefits. Many ads use humor or simple a play on word.

3 Involving Symbols offer important tool for involving consumer in advertisements.

²⁴ Gary,Ghosgarian,Exploring Language (united state:Wesley Educational Publisher.1998)p.163maggie-Jo st John, Marketing(united kingdom: prentice hall international,1992)p.26

Symbols have become important elements in the language of advertising, not so much because they carry meaning of their own, but because we bring meaning to them.

4. A simple language

Toddler views the evolution toward shorter language as a natural progression. Three-syllable words are simply harder to read than one- or two-syllable words. Simple ideas are more readily transferred from one person to another to complex ideas. Therefore, advertising copy uses increasingly simple language, as does society at large.

Language and advertisement are the media used to transfer information to people. From the fourth characteristics, the writer's purpose to confine the use of language to make the words, or phrase even the sentence is not only readable and easy to understand but also attractive. Based on this case, a communication in order to convey the message there are the strategy that has to obey the speaker or sender. Grice made a theory that concerns to this case, the name of Grice theory by cooperative principle.

E. Theory of Cooperative Principle

The purpose we communicate or speak to other people is to extend the message. The communication can be called effective if the receiver can catch what the speaker talk about. In conveying the message, usually it is used a verbal language or non verbal language this is understood by both,

speaker or listener,. In relation to this purpose, there some strategies used to reach the purpose of communication "H.P". Grice states that a purpose of good communication should reach or meet the purpose of communication. He states "make your conversational contribution such as is required, at the state at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. In another book is written as follows, in order to communicate accurately and efficiently speakers and listener s try to cooperate with one another. As Grice put it, speakers and listeners adhere to the cooperative principle.

So, to makes the conversation is understood each other, the speakers and listeners should have obeyed the cooperative principle. According to Grice, speakers normally try to satisfy four maxims. There are(1). *maxim of quantity*. Make your contribution as informative as is required, but not more informative than is required.(2). *maxim of quality*. Try to make your contribution one that is true. That is, do not say anything you believe to be false or lack adequate evidence for. (3). *maxim of relation*. Make your contribution relevant to the aim of the ongoing conversation,(4). *maxim of manner*. Be clear. Try to avoid obscurity, ambiguity, wordiness, and disorderliness in your use language.²⁵

²⁵ H Dougash Brown. Principle of language Learning and Teaching,(united state: practice Hall,1987)p.122.ri

The maxims are like the percepts to the speakers as to how they should contribute to a conversation. So that, the speakers should have allowed this principles to be cooperate in a conversation. Besides, it can make the listeners can catch the sense of speaker. For example:

Carol: are you coming to the party tonight?

Laura: I've got an exam tomorrow

On the face of it, laura's statement is not an answer to carol's question. Laura does not say "yes" or "not". Yet, Carol immediately interpret the statement is meaning "no" or "probably no". how can we account for this ability to grasp one meaning from sentence with, in literal sense, means something else? it seems to depend, at least partially, on the assumption that Laura is being 'relevant' and 'informative' Given that the answers contain relevant information, Carol can work out that 'exam tomorrow' conventionally involves 'study tonight', and 'study tonight' precludes 'party tonight'. Thus Laura's answer is not simply a statement of tomorrow's activities; it contains an implicature (an additional conveyed meaning) concerning tonight's activities.²⁶

Now, in conveying the message can be formed in various form. By using the creativity of human kind the function language as tool for

²⁶ Jan Renkema, Discourse study: An Introductory text book (an Amsterdam:John Benyamin. 1993),p.08bell and Bain Itd, Glasglow, the study of language (Newyork:cambrige university press,185)p.111

transfer message is also used in the advertisement. It is one example of human creativity, people try to make their product or services spread out to society. They make advertisements then, put on the street, or public hall and in the newspaper. It means the advertisement is a tool for communication between people, but in the written form. In other words, advertisement and language have the sameness in extending the message of the speaker or writer based on the form of verbal expression. In relation to this case, the researcher wants to analyze the verbal expression used in advertisement for imparting the message, whether the verbal expression match to Grice's cooperative principle or not.

F. Discourse analysis

According to Jan Rekema, a discourse study is the discipline devoted to the investigation of the relationship between form and function.²⁷ Some of the most interesting questions arise in connection with the language is “ used”, rather than what its components are²⁸.

That means discourse is not only a study of components of language, whether the language is grammatical or not, but how the people use the language. Sometimes people interact or communicate ungrammatical, and it can be understood. And discourse here, discuss

²⁷ Ibid.p.08

more than it. Because language has many functions, we have to be able to use language that is appropriate with the function of it. Language and discourse can not be separated. It has been explained in the previous chapter that language is a tool for communication. And discourse is the study of the relationship between form and function in the language. Both are used in a communication.

In this research, focus on the function of communication as a tool for conveying a message. Accordance to this item, the researcher wants to reveal what the people should do to convey their message in communicating. In other word, what the speaker speak can be understood to the other people. “if two parties use an instrument for an activity, then such an activity can only be successful if both parties adhere to general roles or principle and thereby utilize certain strategies”.²⁹ So, the communication between two parties will achieve the point or message if they obey the rule in communication. Based on this focus, Grice formulated general principle of language use, it is called the ‘cooperative principle’, make your conversation contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the speech exchange in which you are engaged.³⁰ according to Grice there are some principle that can help

²⁹ Jan Renkema, Discourse study: An Introductory text book (an Amsterdam:John Benyamin. 1993),p.09

³⁰ Ibid.p.08

the communication runs well. He formulated these in basic rule of maxims it like the way to communicate each other. If the two parties obey those principles, it makes the communication will be success and the two parties can get the point of what they talk about.

From the explanation above we can take the idea that a discourse is the study about how the language is used. “ we were in effect, asking how it is that we, as language-user interpret what other language-users intend to convey. When we carry investigation farther and ask how it is that we, as language-users make a sense what we read, in text, understand what speaker mean despite what they say, recognize connected as opposed to jumble or incoherent discourse, and successfully take a part in that complex activity called conversation, we are undertaking what is known as discourse analysis”.³¹ In an utterance that is sent by speaker or writer to hearer and reader to send their message means discourse. We are not only investigation the grammar or ungrammatical but the relationship between the words, phrases, and sentences mean discourse. We try to arrive at what the speaker said. So this research is analysis of people used language according to the purpose. By this means, the researcher wants to analyze the use of verbal expression in written form in

advertising in the Jakarta post based on Grice's cooperative principle.

Because the similarity is the purpose of using language.