

CHAPTER I

INTRODUCTION

This chapter will be discuss the introduction of the research such as background of the study, research problem, objectives of the study, the significances of study, scope and limitation and definition of key terms.

A. Background of Study

In carrying out our daily lives, we always interaction with other people. language is used as a medium of communication. Through language, humans can communicate as a tool in socializing as well as information with the environment around us. Applying languages, people can show the idea, feeling and information to someone else.

Communication is the important part in relation, such in family, school, society and the others. People need to know and understanding how to create a good communication. For the success of an our produced utterances should be meaningful. It consists of meaning by utterances and meaning by sentences itself. Meaning by utterance is what sender means when he or she applies a series of language. Besides, meaning by sentence is what a sentence itself means. Meaning by utterance occurs when the speaker will apply the implicature (Hurford, 2007). It concerns, the receiver must reveal the aim of speaker's mean and the intention to produce the utterance in order to they avoid misunderstanding and misinterpretation.

For the information above, pragmatics field must be applied. Pragmatics is proportion of branch of linguistic which is regulated the meaning and language use in the communication. Based on Leech (1983) informed that pragmatics is studying of how language is used in conducting conversation in communication. People must integrate those meaning with the part implicit in that meaning. Furthermore, Grice in (Brown, 1983) stated that the term implicature is involved to deliver what the sender's implies is different from what the sender is really saying. To conclude the implicature conversation and participant in communication must be share the knowledge to interpretation of role, the aim sender, context conversation and all of the atmosphere elated with their interaction.

Related to the information above, People have a good conversation if they fulfill the cooperative principles (A.Davis, 1998). Grice explain that cooperative principles means "make a conversations contribution as necessary at the stage at which is occur by the acceptable goal or direction of the exchange of conversation in which who are engaged". He stated that they are four types of conversational maxims. Those are maxim of quantity, maxim of quality, maxim of relation and maxim of manner. For reach maxim of quantity, the speaker may not convey more or less of information, it means the speaker must be informative to convey information. In the other hand, the rules of maxim of quality, the speaker provide the true information. Besides, the maxim of relation, each participant must be providing information associated with the subject conversation. Furthermore, maxim of manner, the speaker must be conveying the information be brief.

Talking about communication people can flout the communication in general public, no excepted in mass media. Mass media as process efficiency of communication to reach the communicant. Besides, newspapers, radio, and television are types of mass media. Television provides various types of the entertainment programs talk show is one of them. (Carbaugh, 1988) stated that the talk show is classified into a type of personality and issue reflecting the change. Talk show of social issues consist of brief interviews with personalities, especially form industry of entertainment. In the Indonesian context, Deddy Corbuzier is one type that can be seen.

Deddy Corbuzier is selected as the object of the research for several reasons. First, this program is one of the most popular talk show in Indonesia because of the guests, topics, and the discussion are interesting. Deddy Corbuzier talk show is the account channel by public figure in Indonesia Mentalish or television presenter. These talk show have been widely used by the public for listening to news, science, or sharing of knowledge that are repeatable. There are at least a few categories of topics that we choose from the talk show. Some of these categories are arts, business, comedy, education, games and hobbies, health and others.

There are some previous studies related to these study: the first study is from (Abdi Wahyudi, 2020) from Universitas Islam Nusantara with the title Maxim's Flouting: An Analysis of Classroom Interaction. This study focused on analyzing the maxim flouting between the teacher and students of XI IPS in SMA

PGRI 2 Bandung during classroom interaction. The researcher found out that all of maxim flouting by the teacher and students.

The second study is from (Puspitaningrum, 2013) from Jogjakarta state university state of with a titled Maxim Flouting In The Main Characters' Utterances In Confessions Of A Shopaholic Movie. She analyze kinds of flouting maxim of grice's cooperative principles in main character in the movie and the strategies of maxim flouting used in the main characters' utterances. The researcher found all of types of flouting maxim are done by characters in the Shopaholic movie.

The last previous study is (Hidayat, 2020) entitled "The analysis of flouting maxim in Good Morning America (GMA) talkshow". This study is aimed to to find out the performed flouted maxim(s) by the hosts and the guest. The result of the research showed that all four types of maxim flouting were committed by both Jackie Chan and the two hosts of the GMA talk show.

Based on the previous study above, the researcher has different. The differences of this study is the object of this research. The researcher used Grice's theory but interested to analyze talk show as the object of study in research because this Deddy Corbuzier talk show. It has education value in the content, this talk show has elements such as criticism, discrimination of social class, and the language that used in this talk show. Besides that, in this talk show there is a public figure of Indonesia as the minister of education, namely Nadiem Makarim.

B.Problems of Study

Regarding the background of study, there are as follow:

1. What types of flouting maxims are performed by Nadiem Makarim in Deddy Corbuzier talk show?
2. What are the reasons of flouting maxims that happened by Nadiem makarim in Deddy Corbuzier talk show?

C.Objectives of The Study

The objectives of study in this research are:

1. To know the types of flouting maxim are statement by Nadiem Makarim in Deddy Corbuzier talk show.
2. To explain the reason of speakers' utterances flout maxim by Nadiem makarim in Deddy Corbuzier talk show.

D.The significances of Study

Theoretically, this research can give contribution for developing of language of pragmatics especially in Grice's flouting maxim teory who want to analyze similar research. The researcher gives deeper understanding in analysis of flouting maxim. Practically, the researcher wants to show to the reader understanding about cooperative principles in their utterances because everyone has different ways to give a feedback in communication process.

E.Scope and Limitation

The scope of the research is analysis flouting maxim of cooperative principles introduce by H.P Grice. He presented cooperative principle to propose

in interaction of interaction people presume that a certain set of rules is operating, unless, they get conflicting interactions. in Deddy Corbuzier Talk Show.

The researcher limits the study by analyze the kinds of flouting maxim that find out in Deddy Corbuzier talk show by Nadiem Makarim. Which of the four kinds of flouting maxim they are, The quality maxim, the quantity maxim, the relevance maxim and the manner maxim is used the most.

F. Definition of Key Terms

1. Cooperative principles

Cooperative principle is participants in a conversation normally tests to be informative, clear, truthful, and relevant.

2. Grice's maxim

Grice's maxims are communicative principles that were structured by Grice as an expansion of his cooperative principle.

3. Deddy Corbuzier Talk show

Deddy Corbuzier is one of the talk show programs which presents a dialogue between the presenter and guests that discuss current issues topics.