

CHAPTER I

INTRODUCTION

1.1 Background of the Problem

Every human being is a social creature because they have to interact with other people in case to survive in their lives. One of the people activities in the process of interaction is communication. Communication with language is one way to express our mind, feelings, ideas, and emotions. People use languages to communicate with others, either spoken or written. We can also express it by using gesture or body movement, action, signal, and sound. People use languages to understand the meaning of the utterance. By understanding the meaning of the utterance that produces by speakers and has the knowledge to use the language, they acquire in order to communicate. Talking is the most common thing in the form of communication. Good communication is needed in order to make the interaction run smoothly and effectively. Hearers and speakers must speak cooperatively and mutually to accept one another to be understood in a particular way.

However, the language use by people is dynamic and it always evolves according to human needs as it users. The particle behavior and language characteristics above make the using of language happens in the conversation. It makes people do not give enough contribution it is required in their communication. Sometimes, while speaking, people uses certain words to imply other things that have different meanings. Therefore, to understand the utterance, we have to relate it with the outside aspect of the language such as the culture of the participants, the differences of age, also the differences of level in society. These conditions in a Pragmatic study is called implicature. When talking, speaker can capture messages from the hearer. Implicature basically meaning implicit, that is not present in the structure of an utterance but needs to describe (Kridalaksana 2008:242). It means the speaker tries to keep all that it conveys can be easily understood by addressee to achieve its goal to deliver the message from the hearer because usually there is implied meaning in the conversation. However, to achieve these goals is not easy,

because sometimes the speaker can not directly reveal or say what speaker wants to say and the lack of knowledge between the speaker and the hearer, so that there is a misunderstanding that resulted in the emergence of implicature in the conversation.

The conversation needs a cooperative principle between speaker and hearer so that the communication is carried out smoothly. Though that is not easy because knowledge is needed between speaker and hearer. Therefore, speaker and hearer may follow the rules explained by Grice about maxims.

The maxims of conversation comprised of this principle are identified by Grice in Levinson (1983, p.101). They are the maxim of quality, the maxim of quantity, the maxim of relevance, and maxim of manner. These maxims specify what the participants have to do in order to converse in a maximally efficient, rational, co-operative way. It is, therefore, generally assumed that communication is successful because interactions adhere to the cooperative principle. The assumption maybe they deliberately violate a maxim in order to convey additional (implicit) information or add some special meaning, i.e. implicature. Implicature are primary examples of more being communicated than is said, but in order for them to be interpreted, some basic cooperative principle must first be assumed to be in operation (Yule, 1996, p.36)

Grice (1975) explains that when making a conversation, we should obey the four maxim of the cooperative principle. Therefore, people should obey the principle to enhance effective communication proposed. When making a conversation and having trouble or many assumptions, they would be violating maxim and contain implicature.

Conversational implicature means something that goes beyond what one says in such way that it must be inferred from non-linguistic features of a conversational situation together with general principles of communication and cooperation. For example, when we talked about something big and blue, people can assume a lot of things because something big and blue have so much interpretation in this world. It could be a plane, a car, a house, and a book, etc. It

also could be said that people have their own thoughts and also have different interpretations.

Implicature denotes whatever implied the meaning he or she wants to conveyed. Implicature also occurs in the communication between two persons or more. The writer analyzed the interview that provides the real description and direct communication of two persons.

In this study, the writer used an interview between Kara Swisher with the Former Secretary of State Hillary Clinton is an American politician and diplomat who served as the First Lady of the United States from 1993 to 2001, US Senator from New York from 2001 to 2009, 67th United States Secretary of State from 2009 to 2013, and as the Democratic Party's nominee for President of the United States in the 2016 election. The interview is the real conversation. In the interview, she often answers the question is longer than is required. Sometimes, her answer to the question is not straight to the point. She makes the answer longer than is required. Therefore she adds some additional explanation when she answers most of the questions. So, if someone with different knowledge talks to Hillary Clinton, she or he could misunderstand and misinterpret and sometimes, her answer is to generate conversational implicature.

1.2 Identification of the Problem

Based on the background of the problem above, The writer identified there is a conversational implicature occurring the interview between Hillary Clinton and Kara Swisher. Therefore, the writer assumes that there are occurrences of the conversational implicature in the interview of Hillary Clinton,

1.3 Limitation of the Problem

In this research, the writer restricts my research in the interview of Hillary Clinton with Kara Swisher on Recode Decode at the 92nd Street through non-observance of the maxims, especially, the violating of maxims and the conversational implicatures based on a pragmatic approach.

1.4 Formulation of the Problem

Based on the assumption above, the research problem is formulated in the form of research questions, as follows:

1. What maxim that is violated by Hillary Clinton in the interview?
2. Does the conversational implicature occur when the maxim is not observed during the interview?

1.5 Objective of the Research

In order to be able to reach the purpose of the research, the analysis steps are conducted in the following ways:

1. To identify the maxim that violated by Hillary Clinton in the interview.
2. To elaborate whether the conversational implicature occurs when the maxims are not observed during the interview.

1.6 Method of the Research

Type of research is descriptive qualitative research that produces descriptive data in the form of words written or spoken of people and behaviors that can be observed. Qualitative research is also an inductive approach to the preparation of knowledge using research and emphasizes subjectivity and meaning of the experience for the individual (Brockopp, Marie T, Hastings – tolsma, 2000). To support this research as the description above, the writer also identifies conversational implicature in the interview Hillary Clinton and Kara Swisher. The primary data of this research is taken from the interview of Hillary Clinton being interviewed by Kara Swisher. This data will be used to verify whether Hillary Clinton violates the maxim and cause conversational implicature. The secondary data is the interview video which is related to this study.

1.7 Benefit of the Research

The writer hopes that this research will give some benefits for all people, especially, for students to understand the function of conversational implicature and it can be used as additional knowledge in pragmatics.

1.8 Systematic Organization of the Research

The systematics of this research contains four chapters. Related to the title of this research, the systematic presentation is written as follows:

CHAPTER 1 : INTRODUCTION

It consists of: Background of the Problem, Identification of the Problem, Limitation of the Problem, Objective of the Research, Theories, and Methodology of the Research, benefits of research, and Systematic Organization of the Research

CHAPTER 2 : FRAMEWORK OF THE THEORIES

It consists of: Fundamental theories containing definitions and elaboration of theories and ideas related to pragmatic aspects of the cooperative principle and conversational implicature.

CHAPTER 3 : CONVERSATIONAL IMPLICATURE IN THE INTERVIEW OF HILLARY CLINTON WITH KARA SWISHER ON RECODE DECODE AT THE 92nd STREET

It consists of: the author's analysis the meaning from the utterances of the Interview of Hillary Clinton with Kara Swisher on Recode Decode at The 92nd Street

CHAPTER 4 : CONCLUSION

It consists of: the author's conclusion of the research.