

CHAPTER 1

INTRODUCTION

1.1. Background of the Problem

Communicating is a social activity just like we do other special activities. Communication activities can be realized if there are speakers and interlocutors to interact and also exchange information. In a communication, the speaker will convey a certain message conveyed through language and then the interlocutor will try to grasp the meaning of the message conveyed by a speaker. So, to create good communication, between the speaker and the interlocutor must understand each other meaning of the message conveyed so that there are no misunderstandings. However, in everyday life, we often encounter someone's misunderstanding in interpreting an utterance because of the indirect meaning conveyed by the speaker and it is difficult for the interlocutor to understand. This is because speakers convey their message in a less clear, ambiguous, or coherent manner. In a conversational act, every form of speech basically implies something.

The implication is an intention of the proposition that is usually hidden behind the utterances spoken; and is not a direct part of the speech (Parker, 1986: Wijana, 1996:37). In this symptom, what is spoken is different from what is implied, and in this regard, Wright (1975:379) states, "what is meant not what is said". In addition, the pragmatic implication according to Kridalaksana (1984) is the conclusion of a speech or speech with the background of what the speaker and listener or reader know together in a certain context. The conversational implication appears in a conversational act. Therefore it is temporary (occurs when a conversation is taking place) and non-conventional (something that is implied has no direct relationship with the utterance spoken (Levinson, 1991:117). According to Grice (1975:45), there is a set of assumptions that cover and regulate conversational activity as an act of language. According to his analysis, the set of assumptions that guide people's actions in the conversation is the "Cooperative Principle". In implementing the cooperative principle, every speaker must obey the four maxims of conversation, as follows: (1) *Maxim of quantity*, (2) *Maxim of Quality*, (3) *Maxim of Relevance*, and (4) *Maxim of Manner* (Grice 1975: 45-47)

The principle of cooperation which is outlined in the four maxims is Regulative. Therefore, normatively, every conversation must comply. However, sometimes the principle is not always adhered to. So that in a conversation there are many flouting of the rules/ principles of cooperation. These flouting are sometimes deliberately committed by speakers to have an implicative effect in the speech they speak, for example, to lie, joke or joke. The research on films carried out in this study is related to the use of language as a medium for interacting with the actors in the film as stated in their dialogues. This research will use pragmatic theory as a reference. The choice of pragmatic as a theoretical basis is based on the reason that pragmatic science is the science of language that studies the use of language concerning the context of its usage. The meaning of language can be understood if the context is known. In this case, the dialogues that will be studied as flouting of the principle of cooperation and conversational implications are obtained from an American comedy film directed by Chris Addison. This can be seen from the dialogue or conversations carried out by the film actors as speakers and speech partners. In order to conduct research on flouting of the principle of cooperation and conversational implications in a speech in a conversation, the writer uses film as a way to examine this phenomenon. In this study, the writer uses a film entitled *The Hustle*. *The Hustle* is a film with the crime comedy genre which is quite popular with young people. The utterances contained in conversations with this kind of theme will be interesting to analyze, especially in terms of the flouting of maxims and also the conversational implications of the dialogues in the film because the speakers use quite a lot of certain utterances that contain implicit meanings. Based on the description above, the researcher gave the title of this research following the object and research material, namely “The Flouting Maxim and The Conversational Implicature Analysis in The Film *The Hustle*”.

1.2. Identification of the Problem

In this study, I identify in the conversation among characters in the film *The Hustle*, there are flouting maxims which made the conversation difficult to understand. Those maxims flouting are conversational implicatures.

1.3. Limitation of the Problem

The limitation in this study is research on the flouting of the principle cooperation and the conversational implication used in the dialogue in the film “The Hustle” will be analyzed using a pragmatic approach. To expand, the pragmatic aspects that will be discussed in this study are only limited to flouting of the cooperation principle and regarding the form of disclosing the conversational implicatures of flouting of the cooperation principle.

1.4. Formulation of the Problem

To explain these problems, it can be formulated in the form of questions as follows:

1. What are the forms of flouting maxim in the dialogue in the film *The Hustle*?
2. What are the relevance of the flouting maxim and the conversational implicatures in the dialogue in the film *The Hustle*?

1.5. Objective of the Research

In this research, there are two objectives to be achieved:

1. To find out the forms of flouting of the existing cooperation principle in the dialogue in the film “*The Hustle*”.
2. To find out and describe the relevance of the flouting maxim and the conversational implicatures in the dialogue in the film “*The Hustle*”.

1.6. Methods of the Research

In this study, I used a qualitative approach with descriptive methods. I describe the flouting maxim and the conversational implicatures in the film *The Hustle*. I used Grace Paul theory about the cooperative principles which divides into 4 parts,

namely: Maxim of Quantity, Maxim of Quality, Maxim of Relevance, and Maxim of Manner. I was conducted by looking at the context of the problem as a whole. The research instrument is primary data in the form of an electronic document in the form of *The Hustle* film with English subtitles, then selected every conversation from the dialogue in the film scenes required for the research. The research techniques I use are observation and documentation. I made observations by watching and observing dialogues, as well as scenes in the film *The Hustle*. Then I wrote down, selected, and analyzed the film according to the research with the cooperative principle theory by Grace Paul. The documentation that I did was looking for data about things related to the flouting maxim and the conversational implicatures analysis. After the primary data is collected, in classified according to the research questions carried out. After the data were clarified, data analysis was carried out using Grace Paul theory analysis technique.

1.7. Benefit of the Research

Research on the analysis of the conversational implicatures of the characters in the film *The Hustle*, directed by Chris Addison is expected that the writer can provide many benefits, including:

1. The Theoretical Benefit

The theoretical benefit is the benefit with respect to science, in this case, linguistics or language. The results of this study are expected to provide additional knowledge about the pragmatic analysis model, especially on flouting of the principle of cooperation in a film dialogue.

2. Practical Benefits

The practical benefit of the research is to provide information to readers about the form of flouting of the cooperation principle, the form of implied disclosure and its meaning in the dialogue of the film "*The Hustle*".

1.8. Systematic Organization of the Research

In accordance to the title of the research above, the order of the presentation is written as follows:

CHAPTER 1 : INTRODUCTION

In this chapter, I explain Background of the research, Identification of the Problem, Limitation of the Problem, Objective of the Research, Method of the Research, benefit of the research an systematic organization of the research about flouting maxim and conversational implicatures.

CHAPTER 2 : FRAMEWORK OF THEORIES

This chapter is about the theories that I use. I use the theory of pragmatic, and theory of the cooperative principle, and the conversational implicatures as a theoretical foundation to support this research.

CHAPTER 3 : THE FLOUTING MAXIMS AND THE CONVERSATIONAL IMPLICATURES ANALYSIS IN THE FILM “THE HUSTLE”

In this chapter, I identify and analyze the data of flouting of the principle cooperation and the conversational implicatures that contained in the dialogue in the film *The Hustle* used as research material.

CHAPTER 4 : CONCLUSION

This chapter consists of the conclusion on the analysis of the complete study