

CHAPTER 1

INTRODUCTION

1.1. Background of the Problem

Language is a medium or an intermediary tool in the lives of humans and other humans.. A communication is said to be successful If the message delivered by speakers listeners understand exactly the same similar to what the speaker meant. Humans are social creatures who definitely need the help of others in life. It is said like that, because in living their lives, humans definitely need help from other humans, it is called symbiotic mutualism. Mutualism is a relationship between living things that are interdependent. An example of interdependence between living things is the interaction. Interaction occurs because of the existence or occurrence of an event between living things in their environment. And to achieve a successful interaction, humans usually use language to interact or communicate as a medium. In social life, language has a very important role. If there is no language in human life, of course humans will be very difficult to communicate. Therefore, language is very useful for human life. Usually language is used as a medium of communication between a person and other people in the environment and society. In carrying out a conversation or speech, sometimes the meaning or meaning spoken has a different meaning from the meaning spoken by the speaker. In order for the meaning to be understood, the speaker should comply with the rules of conversation. Yet, sometimes in real life speakers often flouts these rules and the rules to success in communication is called maxim.

The term maxim refers to communication success rules. Maxims are standards that can help individuals have productive conversations, although speakers don't always abide by them and occasionally choose to disregard them. According to Grundy, disregarding axioms is an especially silent method of getting listeners to infer conclusions and so recover implications. (2000, p.38). Loudspeakers ignore maxims according to the following criteria: Therefore, speakers do not always follow the four maxims when communicating in their thoughts. This is known as the maxim flouting maxim. The Ignoring the maxim is a signal to the listener that the speaker is not following the principle of cooperation. (Cruse, 2011, p.73).

According to Cutting as cited in Hamani & Puluhulawa (2019), When the speaker fails to adhere to her maxim as intended, it is called flouting. In the same line, Levinson as cited in Ibrahim et al. (2018, p.56) stated Ignoring maxims means that people deliberately disobeys the maxims. There are four which are flouting maxims, the first one is the Flouting Maxim of Quantity, This is when The information given by the person making fun of them seems to be either insufficient or excessive. The second is flouting Maxim of Quality is when The speaker expresses a viewpoint that is not their own. The third is the Flouting Maxim of Relation, it is when The speaker expresses something using words that are unrelated to the prior speech and then leaves it up to the listener to decipher the implicit meaning. The last is Maxim of Manner when the response from the speaker is equivocal, vague, and unclear. In the other words, flouting one of the maxims was intentionally used by the speakers to lead listeners discover implicit meanings and intentions of speakers. In flouting the maxim, the speaker does some strategies. According to Cutting as cited in Hamani & Puluhulawa (2019) some ways to flouting the maxims Too much information, too little information, exaggeration, metaphors, sarcasm, jokes, irrelevant statements, unclear.

Grice (1975:165-175) draws attention to this idea of something what is called implicature rather than what the word means. In other words, an implicature may be additional information that can be inferred from given information. The advantage of using entailment is that the listener implicitly accepts assumptions, which can be further discussed. We can tell the difference between what the speaker actually stated and what the speaker implied by using those words in the customary sense. Levinson in the Grice (2000) , p. 15).

A conversational implicature implied in speech, that is, something that remains implied in actual use. Grice's work on entailment provides a useful framework for thinking about this important contribution to meaning, highlighting the difference between conventional and conversational implicature, and deriving understood meaning based on conventional meaning. It outlines a set of communication principles that can be used.

The study which discusses the types Flouting Maxim and types Conversational Implicature of the utterance in Kingsman: The Golden Circle is a movie which tells about Kingsman: The Golden Circle is an action film. A veteran secret agent recruits teenagers to be trained to become great secret agents. One year after its predecessor, Eggsy is officially here joins Kingsman, taking the title Galahad from Harry Hart's mentor. Eggsy also begins a relationship with Princess Tilde of Sweden. On his way back from his tailor shop, he is ambushed by former Kingsman intern Charlie Hesketh. Charlie Hesketh loses his arm and vocal cords, but is accidentally saved by Eggsy in a Valentine's Day incident. Avoid Charlie and his men. However, Charlie's cybernetic arm, severed in the battle, hacks Eggsy's car through his computer into Kingsman's servers. With the information received, Golden, the leader of his Circle, the world's largest drug cartel, launches a missile that destroys Kingsman's headquarters, destroying all of England except Eggsy and Merlin. Matthew Vaughnan is the director of his 2017 British-American action adventure movie, Kingsman: The Golden Circle. The same-named comic book is the source of Kingsman: The Golden Circle.

I chose this film because I wanted to know and classify the kinds of Flouting Maxim and the types of Conversational Implicature used in the script of the film "Kingsman: The Golden Circle" which is very interesting when analyze the meaning of words spoken by characters in the film. The researcher believes that there are many statements that include Flouting Maxim and Conversational Implicature. This study tries to explain how the flouting of maxims occurs and the utterances that have other meanings by looking at the context that occurs by analyzing the movie script and to understand types of conversational implications.

1.2. Identification of the Problem

Implicature often arise in conversations when the speaker cannot speak confidently and directly. Grundy (2000, p.78) in his book, ignoring is a particularly silent way of forcing the recipient to pull and retrieve. 'implicature'. Based on the explanation above, I found "The Kingsman: The Golden Circle (2017)" movie script that the meaning of the utterances have different meaning different from what the speaker intended.

Because sometimes the utterances in “Kingsman: The Golden Circle (2017)” movie script has all the lies, ambiguous, irrelevant, or uninformative conversations that lead to confusion or misunderstanding among the listener.

1.3. Limitation of the Problem

The problem described above has a broad problem dimension. Therefore, it is necessary to carry out problems so that the research is not too broad. I set the limit of this research to only focus on the kinds of flouting maxim and the types of conversational implicature also to find out contextual meaning based on the description of the utterances that stick to the script "Kingsman: The Golden Curcle).

1.4 Formulation of the Problem

The formulation of the problem based on problem identification and described containment. Problems with this research are:

1. What are the kinds of flouting maxim which are flouted in the utterance of “Kingsman: the Golden Circle” movie script?
2. What are the kinds of conversational implicature are implied in the utterance of "Kingsman: the Golden Circle" movie script?

1.5. Objective of the Research

The purpose of the research is to try to answer the above questions. This research:

1. To identify the kinds of flouting maxim of cooperative principles in the utterances between the characters in “Kingsman: the Golden Circle” movie script.
2. To know the kinds of conversational implicature in the dialogue of “Kingsman: the Golden Circle” movie script.

1.6. Benefit of the Research

a) Theoretical Benefits

This research is expected to be useful in explaining how implicatures and cooperative principle are applied in utterances that exist in real life, especially in this film and how it is delivered. And also researcher use pragmatic and cooperative principles. Hopefully, this research it can provide explanations and information to the reader's knowledge to explore and know flouting maxim and implicature of the conversation.

b) Practical Benefits

This research is expected to serve as a reference for linguistic research. Additionally, more information is provided through this research to help readers better understand the types of maximal disregard and types of conversational entailment. The researchers hope that this research will help them practice the principles of entailment and cooperation in social interaction, especially in everyday conversation.

1.7. Systematic Organization of the Research

This study consists of five chapters. Each chapter is presented as follows:

CHAPTER I : INTRODUCTION

This chapter provides a basic and overview of the research conducted. Consists of the background of the problem, the identification of the problem, the definition of the problem, the benefits of the research, the purpose of the research, and the systematic structure of the research.

CHAPTER II : THEORITICAL FRAMEWORK

This chapter discusses an explanation of what pragmatics is and the types of implicatures. This chapter also discusses cooperative principles which have several types namely maxim quantity, maxim quality, maxim relationship and maxim method. Also know what to ignore maxims in the character

of the movie. This chapter also discusses previous studies to find out what research has been.

CHAPTER III : RESEARCH METHOD

This chapter describes the techniques used within the research. This chapter contains research method, research instrument, data source, data collection, technique of data.

CHAPTER IV : AN ANALYSIS OF FLOUTING MAXIM IN “KINGSMAN: THE GOLDEN CIRCLE” (2017) MOVIE SCRIPT

This chapter contains the presentation of the results of research and analysis based on the formulation of the problem that has been prepared in the first chapter. The sub-chapters in this chapter depend on the research topic, namely the kinds of flouting maxim and the types of conversational implicature used in the utterances in the movie.

CHAPTER V : CONCLUSION

This chapter closes the research by concluding the results of the research and the discussion conducted on the analysis of flouting maxim in “Kingsman: The Golden Circle (2017)” movie script.