

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Research related to communication is one of the largest and fastest because it is closely related to living systems. Without communication, no living system on Earth can survive and thrive because life is an interactive process between different organisms. This interaction ultimately leads to the creation of new organisms or the death of one or both organisms involved in the communication process. This is true in nature and the social world, where organisms are single cells or human institutions. Humans always produce language to express their ideas in various ways. The language produced by pauses or silences in speech acts is called utterance (Johnson, 2003: 55). Along with the development of the times and rapid technology, the means of communication or language are always changing.

Good communication is needed so that interactions can run well and effectively. The listener and the speaker must speak cooperatively and accept each other to be understood in a certain way. Hence, Grice (1975: 42) suggests the cooperative principle, which states, "make your conversational contribution as necessary, at the stage where it occurs with the intended purpose or direction of the conversational exchange in which you are involved." The cooperative principle regulates speakers to shape their speech so that the hearer can understand it.

Pragmatics is the study of language which studies the connection between language and its context. The context is able to be grammaticalized and codified so that it cannot be separated from the structure of the language (Levinson, 1987: 262). Then Parker (in Rahardi, 2005: 48) provides a definition of pragmatics as a study or the section of linguistics that studies the external structure of language. From the definition put forward, we can understand that pragmatics is a part of linguistics that studies language and its application by relating it to the linguistic context. A speaker's utterance has a specific meaning when they say it. The meaning contained in the utterance is called implicature (Kushantanti, 2005: 106).

In this situations, the use of language often has the hidden purpose or indirect ways (Grice, 1975: 42). When speaking, people often say implied things that have different meanings in their utterances. The implied meaning of the utterance is revealed indirectly and hidden from the original utterance. Therefore, to understand the utterance, we must relate it to aspects from outside the language, such as the speakers' culture. This condition in the study of pragmatics is called implicature.

I chose failures of conversational maxims for this study because I find that the dialogue of this series is rich of implicit expressions and utterances so that the readers can more easily analyze deeper and learn about the non-observance maxims in the script. Also it is one of the popular series on Netflix since its first released. About “The Queen’s Gambit” series which is depicting the persistence of a woman in winning every chess championship tournament, it is historical drama series that gives a story about Beth Harmon, during her quest to become the world's greatest chess player while struggling with emotional problems and drugs and alcohol dependency. This study tries to provide an explanation of what implicatures are along with the Grice’s four maxims and then analyze the maxim violations that occur in the dialogue by several characters in the script based on the contextual meanings.

1.2 Identification of the Problem

Based on the background of the problem above, failures in conversational maxims are found in the dialogue of the characters in the Queen’s Gambit series. There are many maxims flouted by the main characters which is lead to conversational implicature, Elizabeth Harmon and few others male characters. Therefore, sometimes they make some utterances deliberately flouting a maxim to communicate to each other. The use of such utterances can inflict different meanings behind the actual utterances. The problem in this implicature can make the audience or reader confused because they do not know what the speaker really wants to convey.

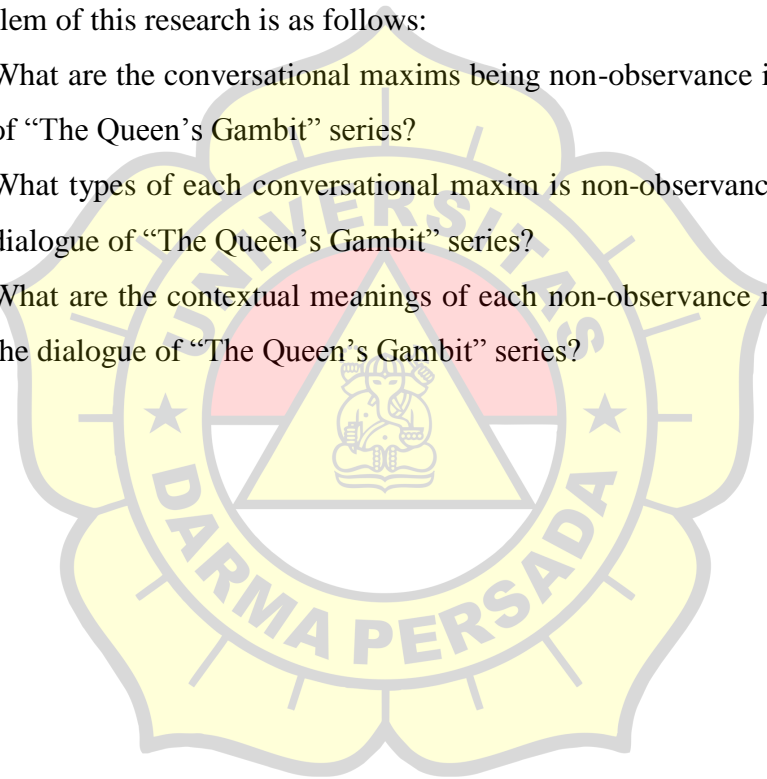
1.3 Limitation of the Problem

I set limits the data only on utterances that rise failures in conversational maxims, because this study is concerned with the implied meaning, which can be considered by disobeying maxims in the dialogue of “The Queen’s Gambit series” according to the theory proposed by Grice.

1.4 Formulation of the Problem

Based on the limitation above the problems that have been identified and explained from the implicatures phenomena in conversation, the formulation at the problem of this research is as follows:

1. What are the conversational maxims being non-observance in the dialogue of “The Queen’s Gambit” series?
2. What types of each conversational maxim is non-observance found in the dialogue of “The Queen’s Gambit” series?
3. What are the contextual meanings of each non-observance maxim used in the dialogue of “The Queen’s Gambit” series?



1.5 Objective of the Research

Based on the research formulation above, the objective of the research is:

1. To identify the conversational maxims being non-observance in the dialogue of “The Queen’s Gambit” series.
2. To find out the types of each non-observance of conversational maxim found in “The Queen’s Gambit” series.
3. To describe the meanings of each non-observance maxim used in the dialogue of “The Queen’s Gambit” series.

1.6 Benefit of the Research

I hope that this research will provide benefits to related parties. They are along these lines:

a) **Theoretical Benefits**

This research is expected to be used as a material that can be used in the classroom, especially in linguistic study of pragmatics courses. Linguistic lecturers can use this research as a teaching resource, and students can use this research to learn more about conversational implicature contained in the serial scripts. This research is also expected to be useful for readers and ordinary people interested in knowing the conversational implicature in a serial script.

b) **Practical Benefits**

I believe, this will be useful for the readers in order to know what are the conversational implicature that happened in the dialogues so they can learn more about it. After knowing each dialogue that is contained non-observance maxims, this research makes it easier to understanding what type of each implicature. It can allow the readers to study each functions of the conversational implicature that being analyzed.

1.7 Systematic Organization of the Research

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

CHAPTER 1 : INTRODUCTION

This chapter introduces the foundation and general overview of the research undertaken. It consists of background of the problem, identification of the problem, limitation of the problem, formulation of the problem, objective of the research, benefit of the research, systematic organization of the research.

CHAPTER 2 : THEORETICAL FRAMEWORK

This chapter discusses the theory of conversational implicature. This chapter also discusses previous studies to find out what research has been done regarding failures of conversational maxims and to find out the gaps that can be filled in research that have not been filled in previous studies.

CHAPTER 3 : RESEARCH METHOD

This chapter describes the methods used in the research. This chapter contains time and location, research approach and method, research object and data, data collection technique, data analysis technique.

CHAPTER 4 : FAILURES OF CONVERSATIONAL MAXIMS FOUND IN “THE QUEEN’S

GAMBIT” SERIAL SCRIPT (2020)

This chapter contains the presentation of research findings and analysis based on the problem formulation that has been compiled in the first chapter. The sub-chapters in this chapter based on the topic raised, namely the non-observance maxims done by the characters and type of each non-observance maxims in the dialogues.

CHAPTER 5 : CONCLUSION

This chapter closes the research by concluding the results of the research and the discussion conducted on the analysis of the conversational implicature carried out in the previous chapter.

