CHAPTER I

INTRODUCTION

1.1 Background of the Problem

Language is the essential feature to achieve certain purposes in communicating. In communicating language users must share equal knowledge and understanding in order to achieve a rational and coherent conversation. Grice proposed a set of rules in conversation named Cooperative Principle which contains strategies of how the language users should contribute in a conversation. Cooperative principle is introduced by H.P. Grice and proved to be one of the most outstanding theories in pragmatics.

In human social life, communication is an essential aspect which people use in an interaction. For that matter language is use as a tool in communication. Language is needed to convey all messages and to fulfill people need to perform actions through their utterances (Yule, 1996).

Flouting maxims are likely to happen in a humorous conversation where a speaker slipped an intended additional meaning and ignore the literal meaning. The intended meaning is called conversational implicature. The implicature is generally very distinct from the literal meaning and most of it can be funny and provocative.

Humor plays an important role in everyday life. Usually, humor is worth doing when the situation in which people are speaking is frozen and rigid. A good laugh makes any conversation so much better. It is a tool that can be used to enhance informal communication and relationship among the users.

People can laugh about anything, but not with everyone. Humor is a very subjective concept, and what might be funny for some, might be considered outrageous for others. It makes humor problematic. Humor is a phenomenon which is influenced by culture. Every society or every culture has its own types of humor that are somehow particular and differ in many aspects. Humor helps people to understand the customs and attitudes of the society. The judgment of

whether a joke is funny or not depends on many factors, including age, culture, personal experience, level of education, and geographical location.

Humor has been studied quite extensively over the years with linguistic approaches. It is possible to name several different approaches on the field, e.g. semiotic approach, sociolinguistic approach, stylistic approach and pragmatic approach. In pragmatic field, humor is seen as a violation of Grice's Cooperative Principle.

Knowing that humor is problematic due to its subjective perception that people may perceive it as either funny or unfunny, it is important to have a deeper analysis of humor creation by using the theory of Cooperative Principle, that humorous expressions are created through maxim flouting of Cooperative Principle. Researcher using floating maxim of Grice's Cooperative Principle by the reason of this theory can ensure researcher to finding humorous situation in comedy series. Flouting maxim of cooperative principles is the one of pragmatic phenomena that is able to find humor creation in characters' dialogue.

Humor is often generated by use many improper or uncommon language aspects and it is mostly achieved by breaking the standard rules of languages or maxim. In here, humor seems like does not have a rules for its language. There is not a boundary for any form of language at there, the most ruined is the funniest in the humor word. These phenomena are the reason for the writer conducts research using pragmatics approach and uses maxim that is category of cooperative principle theory by H. Paul Grice.

In this study, the writer analyzed "*The Bing Bang Theory*" season 10. It is because season 10 is the season which has top-rated from IMDB. Moreover, this movie has been nominated for a variety of different awards. It has already achieved People's Choice Award for Favorite TV show and one of the actor in this film get Emmy Primetime for Outstanding Lead Actor in Comedy Series.

1.2 Identification of Problem

Based on the background, the researcher focuses on maxim flouting to create humor using Grice's Cooperative Principle employed by the characters in *The Bing Bang Theory* season 10. In

this case, the writer assumes that characters' dialogue flouts maxim to create humor situation for the movie.

1.3 Limitation of Problem

In this research, the writer uses theory from Paul Grice about cooperative principle to identify characters' dialogue and to prove that flouting maxim cause humor. Research object taken from script and movie itself.

1.4 Formulation of the Problem

The research problem is formulated in the form of research questions, as follows:

1.4.1 What maxim are flouted by the characters to create humor in *The Bing Bang Theory Season 10*?

1.4.2 Does the flouting maxim employ by the character cause humor?

1.5 Objective(S) of the Research

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

1.5.1 To analyze the maxims that are flouted by the characters to create humor in *The Bing Bang Theory season 9*, and

1.5.2 To prove that flouting maxim is employed by the character cause humor in *The Bing Bang Theory season 9*.

1.6 Method(S) of the Research

The research had two objectives to discuss, namely to analyze the maxims that are flouted by the characters to create humor and to proving that the flouting maxim can cause humor.

This research uses qualitative method. Moleong affirms that, qualitative research is a research of which the data is in the form of written or oral word is descriptive method (2002: 4). Descriptive is serving to describe or analogy something and it deals the meaning of thing and view of meaning is associate. Furthermore, Moleong says that qualitative research is a search of which data in the forms of written or oral word are descriptively analyzed, which does not include any calculation or numerating.

The data is taken from the movie's script *The Bing Bang Theory* season 10. This data will be used to verify whether the actor/actress flouting maxim and cause humor.

1.7 Benefit of the Research

The research findings are expected to enrich the finding of humor under pragmatic study. Humor is an important topic that can be analyzed using linguistic approach. The researcher hopes that this research can be used to understand humor under the study of pragmatic or other linguistic studies.

This research can directly give more information about how maxim flouting can be a means to make humor. It is useful for people who are interested in humor, especially humor that is brought in movie or sitcom. For people who love watching humor movies and tv series, it can help them to understand humor from other countries that are problematic because sometimes the humor is not transferable. For those who are interested in making sitcom or humor movies, this research gives some information on the techniques that are used by great sitcom producers to make successful humorous utterances, so that they also can make outstanding humor movies or tv series. Especially for those who major in linguistics, it can give additional knowledge in pragmatics especially which is related to Cooperative Principle. Linguistics students can use this research as a reference to make another humor research with a pragmatic approach or other linguistic approaches, such as sociolinguistics, semiotics, and stylistics.

1.8 Systematic Organization of the Research

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

CHAPTER I   :   **INTRODUCTION**

It consists of: Background of the Problem, Identification of the Problem, Limitation of the Problem, Formulation of the Problem, Objective of the Research, Theories, Methodology of the Research, Benefits of Research, and Systematic Organization of Research.

CHAPTER II   :   **FRAMEWORK OF THE THEORY**

It consists of: Fundamental theories containing definitions and elaboration of theories and ideas related to pragmatics aspects of cooperative principle and humor.

CHAPTER III   :   **FLOUTING MAXIMS TO CREATE HUMOR USING GRICE'S COOPERATIVE PRINCIPLE IN MOVIE "*THE BING BANG THEORY*"**

It consists of: the writer analysis of characters dialogue in the movie script which flouting maxim using pragmatic approaches.

CHAPTER IV   :   **CONCLUSION**

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

References

Enclosures:

1) Copy of full transcript of The Bing Bang Theory

2) Biodata of the writer