

CHAPTER I

INTRODUCTION

1.1 Background of the Problem

Almost everyone in the world communicate with each other through conversation. Conversation is to get or to give a message which interpreted by each other. When making a conversation, people are not trying to confuse, trick, or withhold relevant information from each other. Therefore, they should provide an appropriate amount of information, tell the truth, be relevant, and try to be as clear as they can.

In regular conversation, people have to assume that speakers and listeners involved in the conversation are generally cooperating with each other. When the speaker says something, basically the listener hears the expression from the speaker. The listeners have to assume that the speaker is being cooperative and intends to communicate something.

The maxims of conversation comprised from this principle are identified by Grice in Levinson (1983, p.101-102). They are maxim of quality, maxim of quantity, 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. When they do not, the assumption may be 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)

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

Conversational implicature is to mean something that goes beyond what one says in such a 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 talk about something big and blue, people can assume a lot of things because something big and blue is very much in the world. It could be plane, car, house, book, etc. Every people have their own thought and also have a different interpretation.

Implicature in conversation is also reflected in literary works, which is also the reflection of social life. Due to the implicature occurs in the communication between two or more, I prefer analyzing the interview that provides the real description and direct communication of two persons.

In this research, I use an interview script of an American singer; Stefani Joanne Angelina Germanotta, known professionally as Lady Gaga, born March 28, 1986. Lady Gaga is an American singer, songwriter, actress, and record producer. Lady Gaga starts her career from 2001 to present. As a famous singer, she often gets interviews from any media. Based on the script that I read, she often answers the question in a wordy way. Sometimes, her answer to the question is not straight to the point. she makes the answer longer than is required.

As I stated before, Lady Gaga often answers a question in a wordy way because she likes to talk very much. I can assume that she is really excited to answer the question because she always adds some additional explanation when she answers almost of the question. So, if someone with different shared knowledge talks to Lady Gaga, she or he could misunderstand and misinterpret. And sometimes, her answer generate conversational implicature.

1.2 Identification of Problem

As stated in the indication in the background of the problem, I find there are conversational implicature occurring during the interview between Stephen Fry and Lady Gaga. Therefore, I assume that there are occurrences of the conversational implicature in the interview of Lady Gaga because she violates maxim of conversation.

1.3 Limitation of Problem

Based on the identification of the problem above, I restrict my research in the full transcript of Lady Gaga in the interview led by Stephen Fry through non-observance of the maxims, especially, violating the maxims and conversational implicatures based on pragmatic approach.

1.4 Formulation of the Problem

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

4.1 What maxim that is violated by Lady Gaga in the interview led by Stephen Fry?

4.2 Does the conversational implicature occur when the maxims are not observed during the interview?

1.5 Objectives of the Research

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

- 5.1 To identify the maxim that violated by Lady Gaga in the interview led by Stephen Fry.
- 5.2 To elaborate whether the conversational implicature occurs when the maxims are not observed during the interview.

1.6 Method of the Research

This 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.

The subject in this research is an American singer, songwriter, actress, and record producer who come from Manhattan, New York-born, 28 March 1986, Stefani Joanne Angelina Germanotta known as Lady Gaga. The data is taken from the transcript of Lady being interviewed by Stephen Fry. This data will be used to verify whether Lady Gaga violates the maxim and cause conversational implicature.

1.7 Benefit of the Research

This research is very useful for all people, especially for students to understand how to identify types of maxim that cause conversational implicature in a conversation and also how to analyze the implicit messages that convey through conversational implicature.

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 1 : 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 2 : FRAMEWORK OF THEORIES

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

CHAPTER 3: THE VIOLATION OF MAXIM GENERATED TO CONVERSATIONAL IMPLICATURE OF LADY GAGA IN THE INTERVIEW LED BY STEPHEN FRY

It consists of: the author's analysis of Lady Gaga in the interview led by Stephen Fry script using pragmatic approaches.

CHAPTER 4 : CONCLUSION

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

