CHAPTER I

INTRODUCTION

1.1   Background of the Problem

People need to communicate with each other every day. They communicate through conversations. Conversations take place when people communicate and interact with each other. Conversation is a tangible form of language used to interact with others. In communication, there are at least two participants, a speaker and a listener, who have a conversation and exchange roles. In conversation, people often use vague communication. In general, people use direct speech, but they sometimes resort to implicit strategies to ensure that the listener gets the response desired by the speaker. Implicit is the process of interpretation based on the context of the situation, whether it's what the speaker implies, expresses or means in a different way from what he or she says. This means that people don't use direct communication to convey the meaning of their utterances. Sometimes, speakers convey their meaning indirectly or implicitly. They want to communicate or inform more than what they say. Listeners may find the meaning unclear in the context of the conversation.

Today's lifestyle is all about practicality. Today's high-tech environment increasingly supports practical human behavior. Practical human behavior is also evident in today's communication, particularly verbal communication. Communication is defined as the process by which meaning is exchanged among individuals through a common system of symbols, signs, or behaviors. As social beings, humans always communicate with each other using language. However, the language used by humans is dynamic and always develops according to the needs of humans as its users. The practical behavior and linguistic characteristics above indicate that language use occurs in conversation. This means that people do not simply contribute to their communication. Sometimes, when speaking, people use certain words to imply other things that have different meanings. Therefore, to understand an utterance, we need to relate it to external aspects of the language, such as the culture of the participants. In the study of pragmatics, this condition is called implicature.

Pragmatics is a field of linguistics that studies the use of language, especially in communication. Apart from being interesting to learn, pragmatics is also very important because by studying it we can understand the meaning of utterances in the context communicated by the speaker to the listener and we can also help the listener to understand the meaning so that there is no misunderstanding. Pragmatics is basically related to communicative acts in any context.
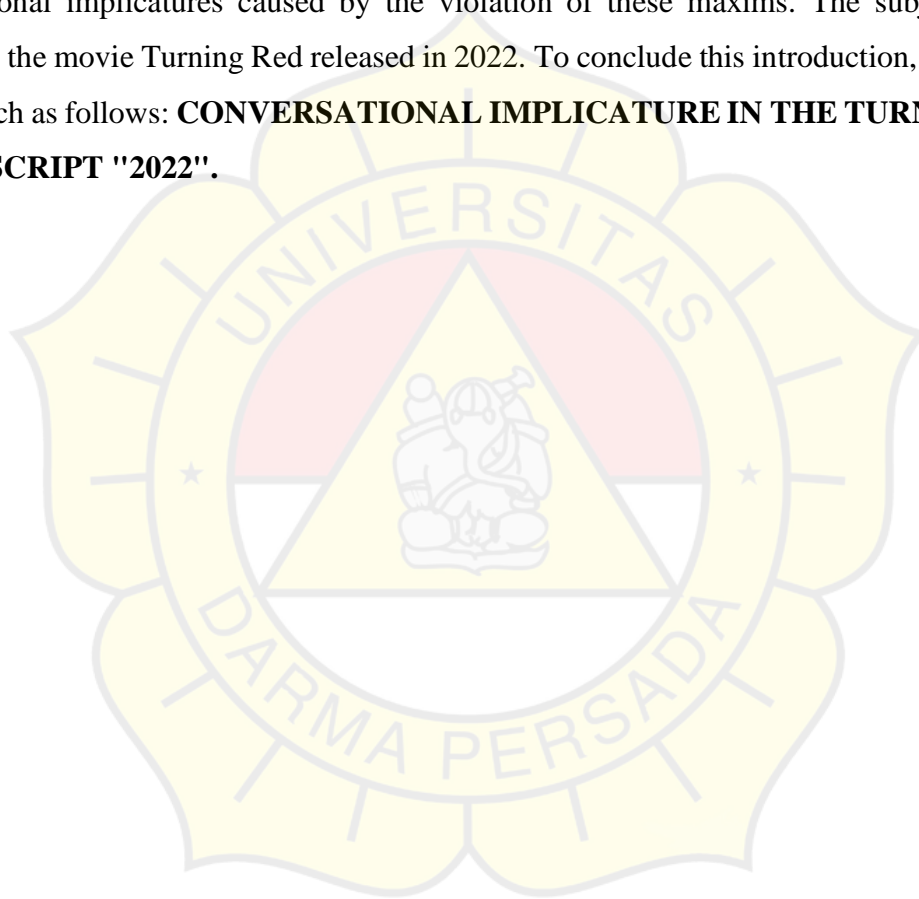
Pragmatics is the study of speaker meaning. In pragmatics, students learn to understand the meaning of speakers' utterances. According to (Fromkin, Rodman, & Hyams, 2003): "Pragmatics is concerned with the interpretation of linguistic meaning in context. Pragmatics is also concerned with implicit meaning known as implicature. Implicature generally occurs in discourse or conversation. According to (George Yule, 2006; Griffiths, 2006), "implicature, which explains what a speaker might imply, suggest, or mean, is different from what the speaker literally says". To find out more about implicature, the author uses definitions from experts. According to Grice, there are two types of implicature: conventional implicature and conversational implicature. Conventional implicatures are not based on cooperation principles or maxims, do not need to occur in a conversation and their interpretation does not depend on the social context (George Yule, 2006). Implicatures are divided into two categories: conventional implicatures and conversational implicatures.

Implicature is something that is hinted at, implied or suggested, which is different from what is said. Implicatures can be part of the meaning of the sentence or depend on the context of the conversation, and can be conventional or unconventional. Implicature: an inference beyond the conditional truth content. However, it involves saying something but communicating something else, something closely related to what is said.

The phenomenon of conversational implicature also occurs in entertainment such as movies. In movies, most of the character's statements make the audience think for a moment to understand the meaning of the statement, because the character's statement sometimes has a different meaning or purpose from what is said. In communication, speakers and listeners must follow conversational rules called maxims. Maxims are conversational rules that consist of four types of maxims, namely maxim of quality, maxim of quantity, maxim of relationship, and maxim of manner. When speakers and listeners violate the maxims, the result is conversational implicature. If someone violates a maxim, it will look like a normal conversation and people do not realize that there has been a violation of the maxim.

When communicating, sometimes the message you want to convey is not conveyed properly. (Taylor, 1987) has proposed four maxims to explain how people cooperate when they speak: Quantity, Quality, Relation and Manner. When a maxim is violated (or "broken"), there are four maxims: the maxim of quality, the maxim of quantity, the maxim of relationship, and the maxim of manner.

According to (Griffiths, 2006), conversational implicature can be divided into two types: general conversational implicature and specific conversational implicature. Based on the explanation above, the author wants to analyze the types of conversational implicatures and conversational implicatures caused by the violation of these maxims. The subject of this research is the movie Turning Red released in 2022. To conclude this introduction, the titles of this research as follows: **CONVERSATIONAL IMPLICATURE IN THE TURNING RED MOVIE SCRIPT "2022".**

1.2 Identification of the Problem

Based on the background of the problem above, I identified there is a conversational implicature occurring the Turning Red Movie Script. Therefore, I assumed that there are Implied Meaning of the conversational implicature in the Turning Red Movie Script.

1.3 Limitation of the Problem

In this research, I uses the theory from Herbert Paul Grice about Cooperative Principle to identify characters' dialogue conversational implicature. especially, the flouting of maxims and the conversational implicatures based on a pragmatic approach. Research object taken from the script and the movie itself.

1.4 Formulation of the Problem

Based on the background of the research, I decides the problems of the research are:

1. What type of conversational implicatures used in the dialogue of the characters in Turning Red Movie Script?

2. What are the maxims of cooperative principle that non-observance in the dialogue of the characters in the Turning Red movie and How the non-observance of maxim occurs in the dialogue of the characters in the Turning Red Movie Script?

1.5 Objective of the Research

The Purpose of Study The objectives of this research are:

1. To describe the conversational implicature used in "Turning Red" movie script.
2. To explain each utterance used the non-observance of maxim occurs in the dialogue of the characters in the Turning Red movie script.

1.6 Benefit of the Research

I hopes that this research will give some benefits for all people, especially ,for students to understand the function of conversational implicature and it can be used as additional knowledge in pragmatics.

1.7 Systematic Organization of the Research

The systematics 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, Objective of the Research,Theories,and Methodology of the Research, benefits of research,and Systematic Organization of the Research

CHAPTER 2 : THEORETICAL FRAMEWORK

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

CHAPTER 3 : RESEARCH METHOD

It consist time and location, research approaches and methods,research objects and data, data collection techniques,and data analysis techniques

CHAPTER 4 : AN ANALYSIS OF CONVERSATIONAL IMPLICATURE IN THE TURNING RED MOVIE SCRIPT "2022"

It consists of: The author's analysis about characters' dialogue in the movie script which are contained of conversational implicature by using pragmatic approach.

CHAPTER 5 : CONCLUSION

in this last chapter of the text is it contains a conclusion from research results. the reader will gain a better understanding of the significance of the research from the conclusion.