

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

In fulfilling life as a social being, humans will always be involved in the process of carrying out interaction to establish interpersonal or group relationships that make humans connected to each other. In the process of interaction, the media is necessary to be used to convey information, express feelings, or provide thoughts in a way to be able to connect with each other. Humans in particular need language as media to convey what they want to express to fulfill their social needs, since language cannot be separated from human life, especially in daily life. According to Finegan (2007:6), language is frequently seen as a form of expression that creates the exchange of ideas between individuals. Moreover, language contributes an essential role in both social and emotional functions. Furthermore, language is a common way used by humans to make social contact between humans through a perspective or something that is expressed through words or sentences conveyed both verbally and non-verbally. In conveying a language, communication is needed.

Communication can be successful if the language used is clear and understandable. The communication process is carried out through utterances in a conversation, and in delivering an utterance, speakers must consider the clarity, accuracy, and context that apply in a conversation to achieve effective communication. The communication process comes in the form of conversation, where the participants in the conversation must cooperate with each other in providing clear information to achieve more effective communication goals. In the process of information exchange, the speaker must be able to deliver utterances efficiently to other participants to achieve success in language activities. This is because language is dynamic and can change at any time following social and cultural developments. Therefore, to avoid a number of errors in communication related to the utterances conveyed, speakers must be able to fulfill the linguistic rules so

that there is no misunderstanding and obscurity in the process of providing information and utterances in a conversation.

In a conversation, it is quite common to find deviations or violations committed by the speaker that aim to mislead the interlocutor. In this case, the utterance conveyed by the speaker does not reflect the effectiveness of what the speaker should convey. Thus, in this communication process, it leads to misunderstanding and obscurity for the listener in understanding the utterance conveyed by the speaker. Indirectly, the speaker deliberately misleads the interlocutor so that the interlocutor does not have the opportunity to understand the utterance correctly. In this case, the communication is not in accordance with the cooperative principle proposed by Grice in relation to maxim.

This research aims to discuss the violation of maxims through conversations in the movie script "Fresh" (2022). I chose the movie script "Fresh" (2022) because the conversations in the movie script "Fresh" (2022) indicate an ineffective communication process in giving utterances to the interlocutors. The utterances delivered by the character in the conversation in the movie script "Fresh" (2022) cause misunderstanding between the characters, which causes the conversations to contain utterances that violate the maxims.

The movie script "Fresh" (2022) is a comedy horror-thriller movie script written by Lauryn Kahn. "Fresh" (2022) movie script tells the story of a woman named Noa who is obsessed with dating to find a partner. On every date, Noa has not found a man who matches her until one day she meets a man named Steve at a grocery store. From the first meeting, Noa is convinced that Steve is the right man for her, without knowing the terrible secret he is hiding. Through this movie script, I observe how the conversations carried out by the character in the movie script "Fresh" are not in accordance with Grice's cooperative principle, where the main characters in this movie script violate the maxims of the cooperative principle by deliberately providing unclear information and utterances with the aim of deceiving and misleading.

1.2 Identification of the Problem

Based on the background of the problem, I identify that there is a violation maxim that appears through the utterance conveyed by the character in the movie script "Fresh" (2022) which causes misunderstandings and hinders communication between the characters in a conversation through ineffective and unclear utterances. The utterances conveyed by the character in the movie script show that there are four types of maxims that are violated by the character, including the main characters in the movie script "Fresh" (2022).

1.3 Limitation of Problem

Based on the identification of the problem, I limit my research problem to violations of maxims through fifty utterances conveyed by the character in "Fresh" (2022) movie script because I have limited time. I also focus only on several characters, namely: Noa, Steve, Mollie, Ann, and Melissa. Lastly, this research only focuses on maxim violations through the conversations between the characters and the reasons why the characters violate the four maxim rules by using Paul H. Grice's Cooperative Principle's theory.

1.4 Formulation of the Problem

Based on the limitation of the problem, the research problem is formulated into points as follows:

1. What types of violating maxims are found in the movie script "Fresh" (2022)?
2. What causes the character to violate the maxim?

1.5 Objectives of the Research

Based on the formulation of the problem, the objectives of the research are formulated as follows:

1. To identify the types of maxim violations that appear in the movie script "Fresh" (2022).
2. To find out the reason why the character violates the maxim.

1.6 Benefit of the Research

a). Theoretical benefit

This research is theoretically useful for expanding knowledge about pragmatic regarding the theory of cooperative principle and maxims that must be obeyed in a conversation. This research discusses the cooperative principle and maxims in utterances obtained from conversations between characters in “Fresh” (2022) movie script. Hopefully, this research can provide a detailed explanation regarding violations of maxims through the utterances of characters in “Fresh” (2022) movie script which can be useful for readers to know the types of violations of maxims in the theory of cooperative principle proposed by Paul H. Grice.

b). Practical benefit

This research is expected to be useful information and can be a useful source of knowledge for researchers who are interested in analyse literary works and their relation to similar topics in this study, especially linguistics. Furthermore, it is also hoped that this research can become a complete source of information for all readers and students majoring in English linguistics.

1.7 Systematic Organization of the Research

For the purpose to make it easier for readers to view this research. Also, this research paper provides a systematic organization of the research. The systematic organization of this research is as follows:

CHAPTER 1: INTRODUCTION

This chapter provides of background of the Problem, the identification of the problem, the limitation of the problem, the formulation of the problem, the objectives of the research, the benefit of the research, and the systematic organization of the research.

CHAPTER 2: THEORETICAL FRAMEWORK

This chapter consists of several subchapters that explain the expert theories regarding the research topic used in relation to the title of this research. The theories that are used are "Pragmatics," "Cooperative Principle," "Violating," and "Context." This chapter also consists of previous related studies as a reference to differentiate between this research and previous research.

CHAPTER 3: RESEARCH METHODS

This chapter consists of the methods used in this research. The methods used in this research are as follows: time and location, research approach and method, research object, data collection techniques, and data analysis techniques.

CHAPTER 4: AN ANALYSIS OF VIOLATING MAXIM IN "FRESH" (2022) MOVIE SCRIPT

This chapter discusses maxim violations found through conversations and utterances in the "Fresh" (2022) movie script, using the theory of Grice's cooperative principle's maxim to answer the formulation of the problem in this research.

CHAPTER 5: CONCLUSION

This chapter contains the conclusions of the overall analysis regarding maxim violations found in the movie script. The end of this chapter is filled with a summary.