

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

As social creatures, people live in groups and interact with each other to help in every aspect of life. This interaction is often done in the form of communication that uses language as a medium. In communicating, people convey a meaningful message and are received by the interlocutor, who will then try to understand the meaning of the message. This process of delivering and receiving meaningful messages is referred to as conversation, as a form of communication process.

From the explanation above, it can then be understood that conversation is a process of exchanging meaningful information or messages carried out between speakers and listeners. In theory, this process seems simple, but in practice, this information exchange process does not always run smoothly. For example, when the speaker does not convey the information completely or when the message conveyed is not so clearly pronounced, it is difficult for the listener to understand the meaning of the speaker's speech, so the communication process is disrupted.

To overcome this problem, Grice (1975) argues that in order for the communication process to run well and effectively, a principle of cooperation between the speaker and the listener is needed, which is carried out by obeying a number of conversational maxims he puts forward, namely maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. Through the fulfillment of these principles, the listener will be able to understand the meaning of an utterance with certainty and succeed in getting the information that the speaker wants to convey.

However, in real conversations, people do not always fulfill this principle of cooperation, resulting in a condition called Maxim Failure. There are several types of Maxim Failure which will be explained in the next chapter, but it is clear that Maxim Failure has many motives and purposes. One of the most common motives and purposes is that Maxim Failure is done intentionally to produce an implicature (something about implication) that is addressed to the listener implicitly, a failure called Flouting Maxim. Interestingly, Flouting Maxim is often done to create funny and laughable situations

because it intersects directly with the tools usually used to produce humor, such as irony and sarcasm. Because of this, Flouting Maxim eventually becomes one of the tools relied upon to create humor.

The phenomenon of humor creation through Flouting Maxim becomes of particular interest to me, who has long been very fond of humor, especially through television sitcoms. For me, the humor contained in sitcoms is a very important element because it manages to make me laugh so that it becomes a kind of escapism from everyday problems. I then often try to pass on this passion to all my friends, but unfortunately, they are often not interested because they fail to grasp the humorous elements contained in the sitcom. Therefore, I argue that understanding how humor is generated from a Flouting Maxim will make the audience easier to capture the humorous elements contained in a sitcom. This has become my goal and motivation in composing this research.

So, in conducting this research, I used the movie script of the final season of *The Big Bang Theory* (2019) Sitcom as the object of the research. *The Big Bang Theory* is an American television sitcom created by Chuck Lorre and Bill Prady that aired on CBS from September 24, 2007, to May 16, 2019, lasting 12 seasons and 279 episodes. The plot of *The Big Bang Theory*, starring Jim Parsons, Johnny Galecki, Kaley Cuoco, Simon Helberg, Kunal Nayyar, Mayim Bialik, and Melissa Rauch, centers on physicists Sheldon Cooper and Leonard Hofstadter, whose geeky and introverted lives change when Penny, a beautiful waitress and aspiring actress, moves into the apartment across from theirs. Penny quickly becomes part of Sheldon and Leonard's social group, which includes equally geeky engineer Howard Wolowitz and astrophysicist Raj Koothrappali. The group later expands to include Howard's wife, Bernadette Rostenkowski-Wolowitz, and Sheldon's wife, Amy Farrah Fowler. (The Big Bang Theory About, n.d.)

The selection of the final season of *The Big Bang Theory* (2019) sitcom is based on a few things. First, it has simply become my favorite sitcom, and I have watched it many times from the first season to the last season, over and over. Secondly, *The Big Bang Theory* is a very famous American sitcom that has won various awards, including a staggering 10 Primetime Emmy Awards. (The Big Bang Theory, n.d.). The reason for choosing the final season is because it is in this final season that all the characters involved in it have developed to their full potential, and the audience has become very familiar with their characterizations one by one. In addition, due to its popularity, this sitcom has been

widely used as research material by various researchers, so it is very interesting to compare the results of this last season's research with the results of previous seasons' research.

1.2 Identification of the Problem

Based on the background above, I identify that there are many humorous utterances and conversations in the movie script of The Final Season of *The Big Bang Theory* (2019) Sitcom. I also identify that those humorous utterances and conversations have different types of Flouting Maxims.

1.3 Limitation of the Problem

The results of the problem identification described above open up many dimensions of research that can be carried out in order to analyze humorous utterances and conversations in the movie script of *The Big Bang Theory* (2019) Sitcom. However, to make this research focused and produce a sharp and in-depth analysis, I limit my research to focus only on the 12th season, which is the Final Season of *The Big Bang Theory* (2019) Sitcom. Specifically, I limit my research to the first six episodes due to the sheer amount of data found, which required a considerable amount of time to complete. I also limit my research to focus on the analysis of the Flouting Maxim of Grice's Cooperative Principle, which in this case specifically focuses on four types of Flouting Maxim (quantity, quality, relevance, and manner) contained in humorous utterances and conversations of the movie script of The Final Season of *The Big Bang Theory* (2019) Sitcom. Moreover, I also analyzed what types of maxim flouting are most dominantly found.

1.4 Formulation of the Problem

Based on the limitation of the problem above, the formulations of the problems in this research are as follows:

1. What are humorous utterances and conversations resulted from Flouting Maxim contained in the movie script of The Final Season of *The Big Bang Theory* (2019) Sitcom?
2. What types of maxims are flouted by the humorous utterances and conversations found in the movie script of The Final Season of *The Big Bang Theory* (2019) Sitcom?

Theory (2019) Sitcom?

3. What type of flouting maxim is most dominantly found in the movie script of The Final Season of The Big Bang Theory (2019) Sitcom?

1.5 Objectives of the Research

Based on the problem formulation described above, the following are the focuses of this research:

1. To find out what humorous utterances and conversations result from Flouting Maxim contained in the movie script of The Final Season of The Big Bang Theory (2019) Sitcom.
2. To analyze what types of maxims are flouted by the humorous utterances and conversations contained in the movie script of The Final Season of The Big Bang Theory (2019) Sitcom.
3. To determine what type of flouting maxim is most dominantly found in the movie script of The Final Season of The Big Bang Theory (2019) Sitcom.

1.6 Benefits of the Research

There are at least two benefits resulting from this research. First, it benefits from a theoretical perspective, and second, it benefits from a practical perspective. From a theoretical perspective, this research will be useful for students and academics in enriching their knowledge of linguistic studies, especially the branches related to pragmatics and Cooperative Principles. Not only that, this research will also be useful for those who want to know more about the theory of humor in all its forms and functions.

On the other hand, from a practical perspective, this research will also be useful as an example of guidance in analyzing a literary work through the lens of pragmatic linguistics, especially those related to the disclosure of conversations that contain humorous elements. The aim, of course, is not only to preserve the academic culture of language experts and researchers but also, on a more general level, to be useful reading material for sitcom fans, especially American sitcoms, or more specifically, *The Big Bang Theory* sitcom. For me, who wrote it, and for the readers who read it, it will become a beautiful effort to appreciate the literary work to the fullest.

1.7 Systematic Organization of the Research

The framework of the research writing titled “Flouting Maxim of American Humor Found in the Movie Script of The Final Season of The Big Bang Theory (2019) Sitcom.” is as follows:

CHAPTER 1 : INTRODUCTION

This chapter lists the phases of the research layout, such as the background of the problem, the identification of the problem, the limitation of the problem, the formulation of the problem, the objective of the research, the benefit of the research, and the systematic organization of the research.

CHAPTER 2 : THEORETICAL FRAMEWORK

This chapter consists of the expert theories related to my research, such as pragmatics, cooperative principle, and humor.

CHAPTER 3 : RESEARCH METHOD

This chapter covers the research's time and location, research methodology and method, research object and data, data collection technique, and data processing technique.

CHAPTER 4 : FLOUTING MAXIM OF AMERICAN HUMOR FOUND IN THE MOVIE SCRIPT OF THE FINAL SEASON OF THE BIG BANG THEORY (2019) SITCOM

This chapter contains an elaboration of the data, which are considered funny, found in the movie script of The Final Season of The Big Bang Theory (2019) Sitcom, along with its Flouting Maxim analysis using Grice's Cooperative Principle theory.

CHAPTER 5 : CONCLUSION

This chapter contains the conclusions from the research outcome of Flouting Maxim of American Humor Found in The Movie Script of The Final Season of The Big Bang Theory (2019) Sitcom.

