CHAPTER I

INTRODUCTION

This chapter draws explanation about the background of the study, the problems or the research questions, the purpose of the study, the significance of the study, the scope of the study, and the previous related studies.

1.1   Background of the Study

Language has important role in human life in order to interact with others such as sharing ideas, thought, information and feeling. According to Goldstein (2008), sounds or symbols which is used in order to express human feelings, thoughts, ideas, and experiences in a system of communication is called language (p. 294). As human being, we should have relation and interaction with others, we cannot live by ourselves. To maintain a good relation with others, we do the interaction by using language to communicate both in verbal or written form.

According to Steinberg (2007), communication is the activity of sharing and exchanging messages from one person to another by using various technical or natural means (p. 39). The speaker and the hearer have to maintain coherence conversation to deliver the right meaning of messages in order to achieve an effective communication. One form of communication is conversation. According to Nolasco and Arthur (1987), conversation is an interpersonal communication between two or more people in which thoughts, feelings and ideas are expressed,

questions are asked and answered, or news and information are exchanged (p. 5). A successful conversation can happen if the speaker and the hearer can understand each others' utterances well. When participants having conversation, they are asked not trying to confuse, trick, or withhold relevant information from each other. If the participants of conversation successfully fulfill the rules of communication, they can understand each other's utterances well (Haliya, 2013, p. 1). To enhance effective communication, people should follow certain strategies or what language philosopher H. P. Grice (1975) has termed as Cooperative Principle which says; "*Make your conversational contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged*". The principle consists of four maxims; they are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner, which represent how people are anticipated to perform in a conversation in general (p. 45).

However, sometimes people do not say what they really mean and they interpret the meanings of words differently, so the messages can be misunderstood. In daily life communication, not all people obey the four maxims and fulfill the Cooperative Principle and they may fail to observe a maxim.

There are five ways of failing to observe a maxim according to Grice (1975). The first is flouting of a maxim; the speaker blatantly fails to observe a maxim because the speaker wants to lead the hearer to look for the hidden or implied meaning behind the utterances. The second is violating of a maxim; in this case, the speaker does not want the hearer to understand the utterances, a

speaker who violates a maxim will be liable to mislead. The third is infringing of a maxim; a speaker fails to observe the maxim, although he has no intention of generating an implicature and no intention of deceiving, he has no power to control his utterances which occurs because of imperfect linguistic performance (in the case of a young child or a foreigner) or from impaired linguistic performance brought by nervousness. The fourth is opting out a maxim; a speaker indicates unwillingness to cooperate in the way the maxim requires by saying nothing. And the last, suspending of a maxim; it signify that what is said is not completely true or that there are things a speaker ought not to say (Thomas, 2013, p. 65-76). From the explanation above, the writer chooses to focus on flouting a maxim because she wants to find out the reasons of flouting maxims and the implied meaning that can be observed behind the use of flouting maxim.

People frequently flout the maxims in everyday life in order to achieve certain purposes, such as to cover something, to give additional information, to show dislike, to be critical and many more reasons. In particular circumstances they tend to speak certain things in order to tell a meaning implied (Nurindah, 2001, p. 25). One of many reasons people flout the maxim is to express their cynicism. In order to avoid uttering a directly offensive comment, flouting maxim is used to draw a cynical comment in a good way. Therefore sarcasm, irony, banter and some other figurative language is considered as flouting (Cutting, 2002, p. 37).

In previous study, Nurindah (2001) analyzed all characters in four episodes of 'Mad About You' movie. She classified the conversation according to

the topic whether the dialogue is flouting the maxim or fulfilling the maxim. Then, she analyzed the maxims flouted by the characters. She found many reasons people were flouting maxim, such as to stress something, to cover something, to expect something, to be polite. Therefore, the writer tries to replicate her research and chooses conversation in "Harry Potter Forum" to be analyzed. According to Lycanth (2015), Harry Potter Forum at www.potterforums.com is a fan forums site for the books and films of Harry Potter. This forum also has high interaction rather than other forums because the users in Harry Potter Forum are active in replying the posts of the thread. They can share their ideas, thoughts, and information about books and films of Harry Potter in the forum. Their conversations in the forum leads to natural dialogues as well as the flouting maxim they often address in most conversation.

Grice Theory (1975) will be used to investigate the type of flouting maxims which exist, the meaning behind conversational maxim flouting and also inspect the reasons of using conversational maxim flouting. This theory will be used because Gricean theory of cooperative principle provides the four maxims which are required in analyzing the data.

1.2 Research Questions

Based on the background of the study above, the problems that will be analyzed in this research are:

1. What are the types of the conversational maxim flouting appeared in Harry Potter Forum?

2. What are implied meanings of maxim flouting used by the users in Harry Potter Forum?

3. What are the reasons of flouting the maxims?

1.3   Purpose of the Study

The aims of the study is to identify the types of conversational maxim flouting appeared in Harry Potter Forum, find out the implied meaning of flouting the conversational maxim and find out the reason of using the conversational maxim flouting in Harry Potter Forum.

1.4   Scope of the Study

The scope of this study is pragmatic study focusing on investigating the use of conversational maxim flouting, analyzing the implied meaning behind the floating maxim and finding the reasons of using conversational maxim flouting in Harry Potter Forum. The floating maxim will be analyzed on the basis of floating of maxim quality, quantity, manner and relation according to Grice's theory of flouting maxims. This research is limited to threads of characters and creatures in Harry Potter Forum on www.potterforums.com. The utterances which indicate conversational maxim flouting written by the users in Harry Potter Forum is became the object of investigation.

1.5   Significance of the Study

The study is conducted in hopes of deepening writer's understanding about conversational maxim flouting. It is also expected to enrich study in field of pragmatics area in English Department of State University of Jakarta. Furthermore, the writer hopes that this study will enrich students' understanding and broaden readers' knowledge about Grice's maxim, so they may learn about the flouting of maxims which happens in daily life conversation through this study and they can avoid using maxim flouting in order to make an effective conversation. Besides, readers know the probable reasons why the maxims are flouted. She also hopes that this study can give contribution and assistance to English Department students who conduct research concerning on conversational maxim and it can be used as a reference for further research on related topic.

1.6   Previous Related Study

The studies about conversational maxim flouting have been conducted by some researchers. The first in Nurindah (2001) who analyzed all characters in four episodes of 'Mad About You' movie. She classified the conversation according to the topic whether the dialogue is flouting the maxim or fulfilling the maxim. Then, she analyzed the maxims flouted by the characters. She found that maxim of quantity was mostly flouted (35, 1%). Next, she classified the flouted maxims based on the reasons of flouting maxims. She found many reasons people were

flouting maxim, such as to stress something, to cover something, to expect something, to be polite.

The second researcher who conducts research about conversational maxim flouting is Agus Purwanto (2008) analyzed the conversational maxim flouting in Titanic movie by using Grice's cooperative maxim theory. He found that maxim of relevance was mostly flouted by the main characters. He concluded with the reasons why the characters in Titanic movie flouted the maxim.

The third researcher is Yuanita Damayanti (2011). She analyzed the conversational maxim flouting in Kung Fu Panda Movie by using Grice theory of Cooperative Principle. In her research, she focused on investigating the types of conversational maxim flouting and she concluded that the flouting of maxim quantity (40%) is the dominant type of conversational maxim flouting appeared in Kung Fu Panda Movie.

In consonance with the study above is Rani Setiawati (2012). She investigated the types of conversational maxim flouting in How I Met Your Mother TV series season six by using Grice theory of floating maxim. In her study, she also scrutinized the implied meaning of each conversational maxim flouting which made her study different with some previous studies. In addition, she presented her analysis of conversational maxim flouting in the table.

The other study, Lubna Haliya (2012) investigated the types of conversational maxim flouting in Before Midnight movie. She found that the dominant type of conversational maxim flouting occurred in Before Midnight

movie is the floating of maxim quality (50%). She also added the circumstances in which characters use the conversational maxim flouting in her research which made it different with previous related studies.

From the studies mentioned above, the difference between the previous studies and this research is the corpus of the study. The corpus of the previous studies is movie scripts and TV series, which the dialogues have been narrated by the screenwriter. Meanwhile, the corpus of this study is users' post in the Harry Potter forum in which the dialogues are natural. And in this research, besides finding the types of conversational maxim flouting, the writer also will try to find the implied meaning and the reasons behind the use of conversational maxim flouting.