

CHAPTER I

INTRODUCTION

Basic consideration

In communicating, sometimes speaker use language that hard to understand by the hearer. The hearer must interpret what speaker said without see the structure of word or sentences. It has an implied meaning that contained in what the speaker say. This phenomenon is a part of study in pragmatics that is implicature.

Pragmatics deals with the study of meaning. Yule (1996 : 3) “ Pragmatics is concerned with the study of meaning as communicated by a speaker and interpreted by a listener. It means that pragmatics is a study about meaning that is communicate by speaker and translated by hearer. Speakers sometimes use sentences which are not related to what the exact meaning. What they literally say might have another meaning. It means that sometimes a speaker does not always use a clear word or sentence in conveying their purpose. The hearer sometimes gives response to the speaker’s question by using a sentence that implies something.

Implicature is one of study in Pragmatics. The word “implicature” is derived from the verb “to imply” to tell something into something else. In other word it can be said “indirect” or saying A through B. Horn (2006 : 3) states that implicature is a component of speaker meaning that constitutes an aspect of what is meant in a speaker’s utterance without being part of what is said.” It means that’s implicature does not just to see of what the speaker said it more than to see what the speaker mean. when

speaker utterance something, it always have implied meaning that every sentence that they use if they use implicature.

There is a part of implicature that called conversational implicature. Grifftish (2006 : 134), Conversational implicatures are inferences that depend on the existence of norms for the use of language, such as the widespread agreement that communicators should aim to tell the truth. It has related with cooperative principle. Because when someone flouted the cooperative principle the conversational implicature will be generated.

The Cooperative Principle consists of four maxims, they are Maxim of Quantity (Informative), Maxim of Quality (True), Maxim of Relevance (Relevant), and Maxim of Manner (Brief and clear).

In this present research, the writer try to analyze the flouting cooperative principle in beastly movie by Daniel Branz. The reason why the writer try to take this subject in the research because this subject is always be in every conversation and sometimes every people is hard to understand when someone try to use this in conversation. In the real life, sometimes people flouting cooperative principle. For example when someone try to trap their friends, or try to hiding something. When someone try to hiding their emotion when they are angry, they never tell that they are angry. They just said “it’s ok” but their face is didn’t smile. They didn’t tell the truth. Actually it flouting maxim quality. My object of this research is a conversation from movie beastly by Daniel Barnz. That movie adapted from novel beastly by Alex Finn. The reason why the writer choose that movie, because the writer believes that there are

some characteristics of this movie has the data which the writer need to observ. When the writer watched, the writer found some violation maxim make the writer feel excited to take this movie as the object of this research. Here is the example of flouting cooperative principle in beastly movie

Flouting maxim quality

Kendra : So I'd be like, going with you?
Kyle : Yeah.
Kendra : What about your girl friend?
Kyle : Deep-fried Barbie doll e-dumped me last night.
Kendra : Hey, I don't know what game this is, but I'll play.

It happened when Kyle try to invite Kendra in his party. In that conversation, kyle lied to Kendra. He said that his girl dumped him last night but in the fact his girl friend still with him. Actually He just want to try to trap Kendra. This conversation flout maxim of quality where the speaker did not tell the truth.

Flouting maxim quantity

Kendra ; How are you feeling, Kyle?
Kyle ; Kendra? What're you doing here?

It happened when kyle feel so weird after he trap Kendra. And he go out from the party. And Kendra come to him. This conversation flout maxim of quantity because Kyle did not give information with his feeling to Kendra. He just try to ask back to Kendra.

Flouting Maxim of relevance

Kyle ; Elections today.
Rob ; Great

It happened when kyle try to get some help from his father but he did not get it . he remind his father that election today and his father just say great. This conversation

flout maxim of relevance because Kyle said like that in order his father can help. But his father just say great and call someone and leave him alone.

Flouting maxim of manner

Kendra ; When the spring flowers bloom again, the year is up, And either the words "I love you" will release you from the spell or stay like this forever.

Kyle ; Like what?

This conversation happened when Kendra change kyle to be an ugly man. This conversation flout maxim of manner because Kendra did not said what kyle look like.

She just said "like this".

For the reasons, this movie become an interesting object analysis in this research.

Research questions

- What are the types of flouted maxim found in "Beastly"?

Research objective

- To identify the types of flouted maxim that found in "Beastly"

Research limitation

The data of present research is taking from beastly movie conversation. That is why writer limit the data. The limitation is only from four flouting maxim that happened in beastly movie conversation. The four flouting maxim are maxim of quantity, maxim of quality, maxim of relevance, maxim of manner.

Research significance

1. The finding of the research will give useful information to the speakers or hearers about their problems and difficulties in understanding the flouting of cooperative principle in their utterances.
2. It will give the readers more knowledge in studying the maxim of cooperative principle.
3. It is hoped that this research can give a contribution to other researchers to do the some related researches with deeper and better techniques.

