CHAPTER I

INTRODUCTION

1.1 Background of the Study

Levinson (1983:9) stated pragmatics is the study of the relationship between language and the context that underlies the explanation of the meaning or understanding of language. This view shows that there are three important aspects in pragmatic studies, namely language, context, and understanding. Language has a very important role in the conversation process. Language can be used as a good communication tool because humans can use language to express their ideas, feeling, intentions, and thoughts. So that the delivery of information can run well. Every communication involves one information given and another information receiver. People usually communicate using language.

A conversation is a form of communication. People have a conversation with the aim of having a good relationship and having something to say to other. People usually doing conversation using language. Communication is a basic human activity. Rokhmania (2012) stated when people are communicating, they need to be cooperative to avoid misunderstanding of interpretation between speaker and listener in daily interaction. Communication is an inseparable part of human life as a social being. Communicating is the act of transferring information from one group to another through the use of mutually understood signs, symbols, and semiotic rules. This process is a continuous process of telling, listening, and understanding.

Speakers and listeners involved in the conversation generally cooperate with each other to create a good and effective conversation.

Grice (1975:45) proposed the cooperative of principle with related conversational maxim. It is use to describe how effective communication is achieved in social situations. The cooperative principle describes how people interact with each other in conversational interactions or suggests what things they need to obey so that communication goals can be achieved. There are four general rules that are set in cooperative principle to describe how participants cooperate in the conversation to achieve smooth and efficient interaction. Maxims are the rules to know whether the speaker can be cooperative or not while the speaker contributes the information in conversation. These are four conversational maxims: the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner. This maxim has its own contribution to communication. However, during the conversation, there are also responses given by the listeners that do not match with what the speaker said which causes the conversation to not go properly. Many people sometimes disobey the maxim deliberately and this is known as the flouting maxim.

Grice (1975:52) stated that a speaker may flout the maxim, when he or she blatantly fails to fulfill the maxims of cooperative principle without intending to violate the maxim or create misunderstanding to convey hidden meanings in their utterances. This happens because the speaker assumes that the listener can understand another meaning of the speaker's words. There are four types of flouting maxim, they are flouting maxim of quantity, flouting maxim of quality, flouting

maxim of relevance, and flouting maxim of manner. This phenomenon occurs not only in everyday life but also in the movie conveyed by the characters. Movie have some aspects which can reflect the phenomenon of people who flout the maxim. This study focuses on analyzing flouting maxims that occur in the *Ghostbusters: Afterlife* movie.

Ghostbusters: Afterlife is a movie directed by Jason Reitman, it is 2021 American Supernatural comedy film. The film stars are Finn Wolfhard as Trevor, Mckenna Grace as Phoebe, Carrie Coon as Callie, Paul Rudd as Gary Grooberson. *Ghostbusters: Afterlife* is set 32 years after the second Ghostbusters film (1989). The film is a tribute to Harold Ramis, the franchise's original Egon Spengler actor who died in 2014 and focuses on Egon's daughter, Callie, who goes bankrupt. In this film, Egon is also told that he died and left a legacy of an old house and a large estate in Summerville, Oklahoma. Callie, who is homeless, takes her two children, Trevor and Phoebe, to her father's house on the pretext of a summer vacation. Phoebe, who loves science, soon finds her passion for adventure after discovering the MKE Meter and her unknown Ghost Trap. That is where the adventures of Phoebe and her friends began to hunt ghosts.

This study chooses this movie because this movie becoming an interesting topic due to analyzing the flouting maxim that is found in utterances among the characters and also the reason by the characters flouts the maxim in *Ghostbusters: Afterlife* movie.

1.2 Problems of the Study

Related to the background of the study above, the problems of this study can be formulated as follows:

1. What types of flouting maxim conveyed by the character in the movie entitled *Ghostbusters: Afterlife*?

2. What are the reason for flouting maxim conveyed by the character in the movie entitle *Ghostbusters: Afterlife*?

1.3 Objectives of the Study

Based on the statement of the problems, the objectives of the study can be seen as follows:

1. To find out the types of flouting maxim conveyed by the character in the movie *Ghostbusters: Afterlife.*

2. To find out the reason of flouting maxim conveyed by the character in the movie *Ghostbusters: Afterlife.*

1.4 Limitation of the Study

This study is focused on the analysis of the types of flouting maxim by the character in the conversation of the movie *Ghostbusters: Afterlife* using theory of cooperative principle propose by Grice (1975) and analyze the reason of flouting maxim conveyed by the character in the movie *Ghostbusters: Afterlife*using theory

of illocutionary function by Leech (1983). Supporting theory by Halliday (1985) to analyzed the context of situation.

1.5 Significance of the Study

The significance of the researches could be divided into theoretical and practical as below:

1.5.1   Theoretical Significance

Theoretically, the result of the study is expected to give further information about flouting maxim and the reason for flouting maxim. Therefore, this research can help to improve their knowledge about flouting maxim.

1.5.2   Practical Significance

Practically, the result of the study is expected to be used as a reference and would be such guidance for other researchers in composing their research regarding the Pragmatic topic, especially flouting maxim and the reason for flouting maxim. The researcher also gives the readers more knowledge about the flouting maxim that happen in the movie and it can be applied through the conversation in real life.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter is divided into three sub chapters, those are: review of related literature, concepts, and theories. The first part is reviewed from three previous studies, which conduct the same topic with this study. The second part is concepts which contain the explanation of key terms that are relevant to be used in this study. The last part is the theories, it use to answer the problem of this study with some theories from Grice (1975), and Leech (1983).

2.1 Review of Related Literature

The first related study by Wiraningsih (2021) in her study *"An Analysis of Flouting Maxim found in Escape Room Movie"*. The aims of this study are to analyze type flouting maxim and the motivation by characters flouted the maxim. The primary data is take from Escape Room movie. In this study the writer used descriptive qualitative method to analyze the data. The theory of Grice (1975) was applied in analyzed the type of flouting maxim found in *Escape Room* movie and the theory proposed by Leech (1983) was applied in analyzing the motivation of flouting maxim that flouted by the characters. This study shows all types of flouting maxims such as flouting maxim of quantity with 8 data (33%), flouting maxim of quality with 6 data (25%), flouting maxim of relevance with 6 data (25%), flouting maxim of manner with 4 data (17%). Regarding to the motivation of each maxim are flout, the writer found 15 data collaborative (62%), 6 data conflictive motivation

(25%) and 3 data competitive motivation (13%). The similarity between her study and this study are the theory that was used from Grice (1975) and theory from Leech (1983). The difference between her study and this study are from the data. Her study was analyzed the motivation of flouting maxim by the character and the data source that used in her study is *Escape Room* movie, while this study was analyzed flouting maxim in *Ghostbusters: Afterlife* movie.

The second related study by Widiani (2021) entitled *"An Analysis of Flouting Maxim Found in Avengers: Endgame Movie"*. The aims of this study were to identify the types of flouting maxim and to analyze the reason why the characters flouted the maxim. The theories used to solve the problem were the theory from Grice (1975) was used to analyze the types of fluting maxim and also theory from Leech (1983) to support the reason for flouting maxim in the movie. This study shows all types of flouting maxims such as flouting maxim of quantity with percentage 35%, maxim of quality with percentage 35%, maxim of relevance with percentage 20%, flouting maxim of manner with percentage 10%. Regarding to the reason of each maxim are flouted, 17 collaborative reason (85%) and 3 conflictive reason (15%). The similarity between her study and this study are the theory that was used from Grice (1975) and theory from Leech (1983). The difference between her study and this study are from the data. Her study analyzed the flouting maxim in *Avengers: Endgame* Movie. While this study was analyzed flouting maxim in *Ghostbusters: Afterlife* movie.

Third, the article in the journal entitled *"The Analysis of Flouting Maxim in Good Morning America (GMA) Talk show"* by Marlisa and Hidayat (2020). The

aims of this study were to find out the performed flouted maxims by the host and the guest and to reveal the reason behind the occurrence of the maxims. The theories that used to solve the problem was from theory by Grice (1975). The results of this journal shows that all four types of flouting maxim were committed by both Jackie Chan and the two hosts of GMA talk show such as flouting maxim of quantity with 5 data(33%), flouting maxim of quality with 2 data (14%), flouting maxim of relation with 3 data (20%), flouting maxim of manner with 5 data (33%). The similarity between the journal and this study is the theory that was used from Grice (1975). The difference between their journal and this study was from the data. In this journal used the data from *Good Morning America (GMA) Talk show*. While this study uses the data from *Ghostbusters: Afterlife* movie.

2.2 Concepts

There are some concepts that consist of definition that related to the topic in this study as following:

2.2.1 Flouting Maxim

Grice (1975: 49) flouting is blatantly failing fails to convey something to the listener. In other words, the speaker fails to fulfill to cooperative principle. Usually, the flouting that occurred was deliberate by the speaker not with the intention of deceiving or misleading. The speaker actually wants the listener to look

for other meanings of his or her words, which flouts the maxim. There are four types of flouting maxims, namely flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance, and flouting maxim of manner.

2.2.2 *Ghostbusters: Afterlife* Movie

Bordwell & Thompson (2008: 2) state that movie has its own aesthetic, namely from the form of art and language. Movies provide information and ideas, and they can also give us away to see and feel. It can develop ideas or explore visual qualities and sound textures. It can involve thoughts and emotion. There are many reasonably genre movies included action, adventure, animation, biography, comedy, drama, fantasy, history, horror, mystery, romance, etc. Movie is often a decent data source for analyzing the flouting maxim because in movie the characters speak one another and also the utterances that performed can be define into the flouting maxim. In this study, the *Ghostbusters: Afterlife* movie used as the data source. *Ghostbusters: Afterlife* movie tells story about the adventures of brothers Trevor and Phoebe, after discovering the legacy of their grandfather, Egon Spengler. They were evicted from their home in the city because they were bankrupt and unable to pay the rent, so they were forced to move into an abandoned house known to the locals as haunted. They moved into Grandpa's house in the middle of nowhere in Summerville in downtown Oklahoma. Egon died a week earlier and left home for their mother, Callie. While walking around, Phoebe stumbles across her grandfather's ghost detector. Over time, Phoebe discovers that her grandfather,

Egon Spengler, was one of the famous Ghostbusters of the '80s. Not only that, Phoebe also discovers that her grandfather keeps so many secrets, ranging from the cause of Ghostbuster's disbandment, his broken relationship with his daughter, his reason for inhabiting the city, to the hidden secrets of Summerville. It was then that Phoebe's struggle with her friends began against a ghost named Gozer.

2.3 Theories

In analyzing the data, this study use the theory that contains some definition of maxim according to Grice (1975), as following:

2.3.1 Cooperative Principle

Cooperative Principle is a term of pragmatic which call conversational maxim. In order to make the conversation successful sometimes depends on the speaker's approaches to the interaction. Grice (1975: 45) "make your conversational contribution as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange". It refers to the way people try to make their conversation work. The cooperative principle is the basic assumption that underlies people when they tlalk to each other to build good communication. This is necessary for effective communication by following conversational maxim. There are four conversational maxims. Those are as follow:

2.3.1.1 Maxim of Quantity

According to Grice (1975: 45) In maxim of quantity is a type of maxim concerned with giving the right amount of information as it is required neither less no more than it should be.

For examples:

    A   : Where have you been?
    B   : I have been at Mega's house.

(Grice, 1975: 37)

For the example above, A ask B about a place B recently visited. And B answered by providing information as stated by A, and did not provide other information other than what A asked.

2.3.1.2 Maxim of Quality

According to Grice (1975: 46) maxim of quality means that the participants of the conversation should be truthful as it is required. Therefore, the speakers should not say or tell any information if they do not have enough evidence related to the information.

For example:

    A   : Who's the winner of the competition?
    B   : It's Frankie!

(Grice, 1975: 39)

For the example above, B answers the winner of this singing competition is Frankie, where it is the fact that Frankie won the competition, so B utterance gives information that is true with evidence. Maxim of quality can be recognized through these initial phrases such as *"as far as I know…"*, *"I'm not sure if this is right, but…."*, *"I guess"*.

2.3.1.3 Maxim of Relevance

According to Grice (1975: 46) the participant of the conversation have to be relevant, it means when we answer the question from the speakers, the answer must be relevant to the question and stick to the point of the contex.

For example:

A   : Where is my diary book?
B   : It's in your room.

(Grice, 1975: 42)

In that context B's answer is providing A's question with the relevant information as it is required.

2.3.1.4 Maxim of Manner

According to Grice (1975: 46) maxim of manner means that the speaker should give information orderly and avoid ambiguity and obscure.

For example:

A   : What day is today?

B   : It is Tuesday.
A   : And what date is it?
B   : It's 5 of November.

(Grice, 1975: 45)

In the example above, B is providing A with clear information and the communication goes brief and orderly therefore, if the participants of the communication can obey the maxims of manner there will be no understanding of each other.

2.3.2 Flouting Maxim

Grice (1975: 49) stated a speaker my flout a maxim that is he or she blatlantly fail to flulfyll of cooprative principle without any intention to device or make misunderstanding to convey hiden meaning in their utterances. There are four types of flouting maxim. Those are as follows:

2.3.2.1 Flouting Maxim of Quantity

According to Grice (1975: 52) flouting maxim of quantity occurs when a speaker blatantly gives less or more information than required, she or he may flout the maxim of quantity because talks either too much with the ongoing conversation when deliberately or accidentally.

For example: War is war

(Grice, 1975: 55)

This statement requires more information, asserting directly flout the maxim because the hearer will not understand, in this case the hearer does not get explanation or definition of the word *"war"*. Therefore, the assumption inference must be made.

2.3.2.2 Flouting Maxim of Quality

Grice (1975: 53) stated flouting maxim of quality happens if the speakers tries to deny something that she or he believes to be false, the speakers tell lie of giving untrue statement. The others way of flouting the maxim of quality is using hyperbole, metaphore, irony, and banter.

For example:

> You are the cream of in my coffee.

(Grice, 1975: 53-54)

The example above explained that the speaker flouts the maxim of quality. It characteristically involves category falsity, the speaker should give a true contribution and the contribution above only can make the listener confused. The hearer might have two interpretations, *"you are the cream of in my coffee"* intended to reach the first metaphor interpreting *"you are my pride and joy"* and the irony interpreting *"you are my bane"*.

2.3.2.3 Flouting Maxim of Relevance

According to Grice (1975: 54) flouting maxim of relevance occure when the receiver answers the speaker question irrelevant to the topic. The flouting in this maxim usually happens when someone does not want to answer the question and directly change the topic.

For example:

A : I do not thing Mrs. Kelly is an old windbag, don't you?
B : Huh, lovely weather for March, isn't it?

(Grice, 1975: 54)

The example above, between A and B have already made the conversation unmatched, and B flout the maxim of relevance. B should have answered it cooperatively by saying *"Yes or No"*. B might have implied another meaning in his utterance. Therefore, B flout the maxim of relation.
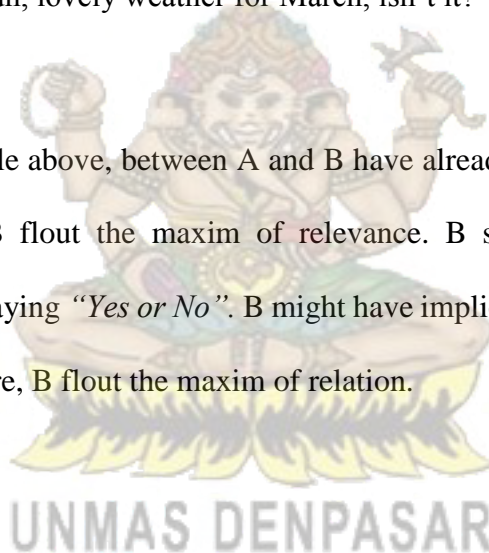
2.3.2.4 Flouting Maxim of Manner

According to Grice (1975: 54) flouting maxim of manner occurs when he/she uses ambiguous language. Sometimes, the speaker uses slang in front of people who do not understand.

For example:

A : Where are you off to?
B : I was thingking of going out to get some of that funny white stuff for sombody

(Grice, 1975: 17)

In the conversation above, B become ambiguous by saying "funny white stuff" which apparently means ice cream and *"somebody"* means his daughter. B flouts maxim of menner because B does not say something clear.

2.3.3 Reason of Flouting Maxim

Flouting maxim of cooperative principle happens because the speaker wants to say something with unstated meaning to the listeners, it also might be happened because of a certain motivation and depending on the situation. Leech(1983:104) states that the reason for flouting maxim appeared when the speaker intended to deliver an unstated meaning to the listener. People can deliberately flout one of the maxim of conversation to lead the listener find the hiden meaning. Speakers can break a proverb in the same situation from different reason. The reason that may lead people to flout the maxims are:

2.3.3.1 Competitive Reason

According to Leech (1983:104) in this reason there is competition between an illocutionary goal with the social goal such as ordering, asking, demanding, and begging. and social goal. An illocutionary goal is a self-centred goal, which concerns each person's self and does not care about the other. On the hand it is opposite, social goal means a goal that purpose to bring advantages to other.

For example:

> Sarah   : Mery, the phone is ringing.
> Mery   : I'm in the bath.

<div align="right">(Cutting, 2002: 38)</div>

As the conversation, Mery's illocutionary goal and social goal compete each other. Which the social goal is Mery wants to help Sarah to answer the phone while her illocutionary goal is complete her own work. Here, Mery understand the situation, that Sarah ask her to answer the phone. So, Mery deliberately flout the maxim of relevance because she reduces to answer the phone by saying I'm in the bath. Competitive reason leads Mery to flout maxim of relevance. Her illocutionary goal ultimately is over her social life.

2.3.3.2 Convivial Reason

According to Leech (1983:104) in convivial reason there is no disadvantaged side, both sides are satisfying and getting an advantage from the statement because the illocutionary goal same with the social goal as offering, inviting, thanking, and congratulating.

For example:

> Samira   : I can't imagine for sure. Perfect score for tour grammar.
> Julie   : It's also you can in charge.

<div align="right">(Leech, 1983: 105)</div>

Julie receives compliment as a social goal and illocutionary goal is Julie responds to praise with thanking. Julie flouts the maxim of relevance, because Julie wants to thank Samira for help her in teaching grammar. When both sides got satisfaction in the conversation it makes the reason of flouting maxim is convivial reason.

2.3.3.3 Collaborative Reason

According to Leech (1983: 104) state that collaborative happens when the illocutionary goal that is indifferent with social goal. In this reason include; asserting, reporting, announcing, and instructing. The aim of this reason is giving understanding so there's no disadvantages between the receiver and the speaker in conversation even though the speaker gives more or less information. The flouting maxim of quantity that related to this reason.

For example:

    Charlene   : I hope you brought the bread and the cheese.
    Dexter   : Ah, I brought the bread.

(Leech, 1983: 105)

In the conversation above, the reason for Dexter to flout the maxim of quantity, he wants to tell Charlene that he does not bring any cheese. Here, illocutionary goal is reporting what he has done while expecting Charlene to understand the hidden meaning of his utterance that he does not bring the cheese.

2.3.3.4 Conflictive Reason

According to Leech (1983: 104) conflictive reason happens when the social goal and illocutionary goal of a conversation conflict with each other. These include threatening, accusing, cursing, reprimanding, and others. Here, the illocutionary goal and social goal are different. Then, society has disadvantages, while someone dominates the advantage of an utterance.

For example:

> Anne   : How about your meal?
> Willy : yum, this is a lovely under cooked egg. You've gives me here, as usual.

(Leech, 1983: 105)

In the example above, the participant flout maxim of quality. Willy intends to hurt Anne. The social goal is compliment Anne of give advice for her luck. In addition, the illocutionary goal is initiate what she feels without carrying about the others feeling. In the conversation, the word lovely becomes the conflictive word. In this case Willy states the contrary, the reason for the flouting maxim is conflictive.

2.3.4 Context of Situation

According to Halliday (1985: 12), the first step towards and answer is context of situation. The situation in which linguistic interaction takes place gives the participants a great deal of information about the meaning that are being

exchanged. There are three featured of context of situation, such as field, tenor, and mode.

2.3.4.1 Field

Halliday (1985:12) stated the field of discourse refers to what is happening, the nature of ongoing social action: what involved the participants, in some essential part can use language. The event in the conversation has big contribution. In good conversation, something happening will influence the conversation significantly. It supports by the situation and the utterance which balance or engaged each other between language that utterance or the body language that figure out the action.

2.3.4.2 Tenor

Halliday (1985: 12) stated the tenor discourse refers to who is taking a part, to the nature of the participant, statues and roles. Conversation will happen if there is two or more people are crossing information between one and other. Tenor, the personal relationship involves. In conversation, people choosing grammar based on the relation between the participants. Normally, having close relation or not will influenced the grammar and word selection of conversation.

2.3.4.3 Mode

Halliday (1985: 12) stated that the mode discourse refers to what part the language is playing, what is the participants are expecting the language to do for them in that situation: the symbolic organization of the next, the status that it has, and its function in context, including the channel is it spoken or written or some combination of the two. And also, the rhetorical mode, what is being achieved by the text in term of such categories as persuasive, expository, didactic and the like.