CHAPTER I

INTRODUCTION

1.1   Background of the Study

Language is an essential part of people because it functions as a communication tool. Humans need to communicate to interact with one another in daily life as social creatures. Communication is how people transfer and receive or share information, thoughts, assumptions, messages, purposes, and feelings from one to the other between the participants of communication, the speaker and the hearer (Widiani *et al.*, 2021). The communication process can be divided into two types, written or spoken form. Both communication processes have differences from each other. When people communicate by writing form, the communication participant follows the grammatical pattern and formal language. Meanwhile, when people communicate by speaking form, the participant of communication pays attention to how the utterance can be delivered well without thinking about the grammatical pattern that should use. Affifatusholihah and Setyawan (2016) stated that in communicating written form is less used than the spoken language.

However, in both forms of communication, participants must be cooperative to avoid misunderstandings of interpretation and make the communication process goes well. According to Grice (1975), the communication' participant is expected to make a contribution in every conversation. Participants' contributions in the conversation, such as to be informative as required, truthful, relevant, clear, and

also with an acceptable purpose of the conversation in which the participants are involved. Participants can make conversational contributions by applying Grice's "Cooperative Principle" (1975).

The cooperative principle states that the speaker should make a significant contribution in communication. The intended contribution provides sufficient information to the opposite of speech, which is clear, clot, and relevant to the conversation's topic. Grice (1975) defined the cooperation principle into four groups of maxims. The first is the maxim of quality, which states that speakers should produce evidence for their statements by telling the truth and what they firmly believe to be true. Second, maxim of quantity, states the speaker should give as much information as necessary without providing more or less than is required. Third, the maxim of relevance, which states that the speaker should make a point that relates to the communication's context. The last is the maxim of manners, which states that the speaker should communicate clearly and avoid using ambiguous or obscure expressions. Furthermore, the participants should fulfil these four principles of maxim to make the communication process run well and get the goals.

However, some people tend to disregard the cooperative principle by interacting inappropriately while communicating with one another (Cahyani, 2022). Because of that, not all communication process are cooperative and achieves communication goals. One of the communication' participants might not follow the cooperative principle and broke out the rules for some reason. Sometimes, the participants tell others an untruth, ambiguity, and unclear expression, making it intentional and failing to observe the maxims.

Cutting (2002: 39) stated that some people often break conversational maxims when in a conversation, the participants say something with a different meaning than what they stated and are said to be flouting maxims. Flouting maxims can be divided into four types, they are flouting maxim of quality, flouting maxim of quantity, flouting maxim of relevance, and flouting maxim of manner. Flouting maxims occurs when the speaker has an implicit intention behind their utterance. There is a specific purpose or intention behind the words said by that participant. They want to make the listener less likely to try to figure out the true meaning behind the utterance or can be said as the implicit meaning.

Considering the implicit meaning is critical for avoiding misunderstandings, as seen in the example below taken from the data source.

Drac : Not so loud. Mavis has supersonic hearing.
Ericka : Why would she be listening? Don't be so paranoid.
Drac : **Yes, I-I'm sure you're right. I just…I don't want anything else to go wrong. Everything has to be perfect when I finally give the hotel to Mavis.**

(*Hotel Transylvania: Transformania* **movie, 00:06:57-00:07:15**)

In the example above, Drac and Ericka were have a serious conversation on the hotel balcony while many people enjoy the party. Drac and Ericka were talking about the big surprise that will be announce to all of the invitations. The big surprise is about Drac that will be retire and give the hotel to his daughter, Mavis. Because Ericka was so excited, she spoke in a loud voice. That is make Drac a little bit it worried that Mavis will listen to it because she has supersonic hearing. Ericka thinks that Drac was so paranoid and said that Mavis would not listen to their conversation. Drac said "**Yes, I-I'm sure you're right. I just…I don't want anything else to go**

wrong. Everything has to be perfect when I finally give the hotel to Mavis".

Based on the above conversation, Dra's utterances are included in the flouting maxim of quantity. This is because Drac provides Ericka with extra information she does not need. Drac here just wants that the hotel must be perfect without any problem until he gives the hotel to Mavis. In conversation above, Drac should answer Ericka's question just by saying "Yes, I'm sure you're right" to followed the maxim of quantity.

The study of flouting maxims is necessary in order to make communication acceptable to all parties involved, from the person who is speaking to the person who is listening. The phenomena of flouting maxims is no longer limited to real life. It also appears frequently in dialogue between the characters in a movie. As a result, this study goes deeper into the types of flouting maxim and the reasons for flouting the maxim utilized by the characters and used the *Hotel Transylvania: Transformania* movie as the data source.

Hotel Transylvania: Transformania is the fourth series of the animated movie entitled Hotel Transylvania. This movie is one of the famous animated movies directed by Derek Drymon and Jennifer Kluska. This movie included many conversation implicatures that contain flouting maxims. Misinterpretation may occur if the audience fails to understand the implied meaning of the characters' utterances for flouting the maxims. In addition, differences in opinion with other viewers may lead to many assumptions. Hence, conducting flouting maxim research with this data source could give an example of understanding flouting maxims. That is because understanding what the characters meant when they said

a particular word or sentence in the movie would enhance our enjoyment of the movie.

1.2   Problems of the Study

Based on the background of the study above, the problems of this study can be identified as follows:

1. What types of flouting maxims are used by the characters in *Hotel Transylvania: Transformania* Movie?

2. Why did the characters flout the maxims in *Hotel Transylvania: Transformania* Movie?

1.3   Objectives of the Study

Based on the statement of the problems above, the objectives of the study can be shown as follow:

1. To describe the types of flouting maxims used by the characters in *Hotel Transylvania: Transformania* Movie.

2. To analyze the reasons of flouting maxim used by the characters in *Hotel Transylvania: Transformania* Movie.

1.4   Limitation of the Study

This study focused on describing the types of flouting maxim are used by the characters and the reasons for flouting maxim used by the characters in *Hotel Transylvania: Transformania* movie. This research was limited the subject of the

analysis which is the main characters and the supporting characters in this movie. Furthermore, this research used the theory from Grice (1975) in analyzing the first research question and also the theory proposed by Leech (1983) to justify why the characters in *Hotel Transylvania: Transformania* movie utilize it.

1.5   Significance of the Study

Related to the objectives of the study above, the significance of this study can be explained in the following sentences:

1.5.1   Theoretical Significance

Theoretically, it was expected that this study would lead to the development of pragmatic theory, particularly theories associated with disregarding maxims.

1.5.2   Practical Significance

Practically, it is expected that the research's findings were aid in education and serves as a reference for other researchers in the future who might be interested in studying flouting maxims. Additionally, it was hoped that this research would educate readers on the flouting maxim, especially those who frequently utilized it in conversation.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter discuss the following three subchapters. The first section of this chapter is devoted to a review of the related literature, which includes some in discussion of the similarities and differences that exist between the current study and a number of previous studies. The second subchapter is about the concepts that should be considered regarding this study. Furthermore, the third subchapter discusses the theoretical framework that was utilized to find an answer to the problem that was presented in this study.

2.1   Review of Related Literature

That is important to reconsider several studies and the undergraduate thesis conducted previously correlated with the topic of Grice's maxims analysis to get a deeply understanding of analyzing this paper. There are two previous works of literature and three articles has been chosen to be reviewed.

The first research linked to this topic is a thesis authored by Fahira (2021) entitled "An Analysis of Flouting Maxim Performed by the Characters in Now You See Me Movie." This previous study aimed to gain a better understanding of the ways that the characters in the movie Now You See Me flout the maxims and analyze the meaning of conversational implicature suggested in each character's speech. Grice's theory (1975) and Halliday's theory of context situation (1989) were two expert theories utilized in the previous study to address the problems of the study. The result of this previous study shows 29 data of flouting maxims in *Now*

You See Me movie uttered by the characters. All of those are six instances of data that flout the maxim of quality, seven instances of data that flout the maxim of quantity, eleven instances of data that flout the maxim of relevance, and five instances of data that flout the maxim of manner. Moreover, there are a few meanings used by the characters to flout the maxims, including giving information, avoiding specific topics, throwing insults, and expressing something.

Comparing the previous study with this current study found a similarity which utilized Grice's (1975) theory to determine the types of flouting maxims. There are also dissimilarities found between this previous study with the current study. The first dissimilarity lies in the second problem of the study, where the previous study discussed the meaning of the utterance that flout the maxim uttered by the characters. While this current study was discuss about the reason for flouting maxims are used by the characters in *Hotel Transylvania: Transformania* movie. The following differences lie in the study's data source, whereas the previous study used a movie entitled "*Now You See Me*" movie. In contrast, this current study used a movie entitled "*Hotel Transylvania: Transformania*" movie as the data source.

The second study was conducted by Ade Dwi Irjayanti (2018) entitled "Humorous Situations Created by Flouting Maxim of Quality in *Deadpool*". This previous study aimed to determine the ways in which *Deadpool* flouted maxim of quality and to investigate how *Deadpool'*s five different ways of flouting the maxim result in humorous situations. Grice's theory of cooperative principle (1975) and Attardo's theory of humor (1994) was applied in analyzing the data of this previous study. The result of this study shows that there are 22 data of Deadpool flouted the

maxim of quality. Moreover, *Deadpool*'s use of hyperbole, metaphor, irony, banter, and sarcasm flouted the maxim of quantity.

The similarity between the previous study with this current study is used movie as the data source. There are also differences found between the previous study with this current study. The first difference is in the focus of the study. The previous study focuses on flouting maxim of quality-created humor situations. In contrast, this current study was focused on all types of flouting maxims found in the *Hotel Transylvania: Transformania* movie. The theory that was used to assist in the data analysis is the next point of difference. The previous study applied the theory of humor proposed by Attardo (1994). Meanwhile, this current study was applied Grice's theory of the cooperation principle (1975) and theory proposed by Leech (1983).

Third, an article was written by Irawan *et al* (2021) entitled "Reasons for Flouting Maxim in Talk Show". This research aims to examine how the participants flouted the maxim through their utterances in the talk show, namely *The Ellen Show*. The data of this study were analyzed using Grice's Cooperative Principle (1975) and support by theory proposed by Halliday & Hasan. This findings shows that all types of maxims are flouted on talk shows, with the maxim of quantity being the most frequently flouted. The participants in *The Ellen Show* offer more information than is required, although the knowledge is based on their own experiences. Both the previous study and the current one had certain similarities, but there were also a few differences.

The theory that was developed by Grice (1975) was utilized in this study, just like it was utilized in the previous study, in order to describe the various types of flouting maxims. In addition, the second leading theory that was utilized to analyze the data in this study differs from the theory that was employed in the previous study, which explains the differences between the two studies. The previous study utilized Halliday & Hasan's theory, whereas this study utilized Leech's theory (1983). Moreover, the differences lie in the study's data source, where the previous study used a talk show entitled "The Ellen Show." In contrast, this study used a movie entitled *"Hotel Transylvania: Transformania"* as the data source.

Another study regarding flouting maxims was conducted by Ambara *et al* (2021), in their article entitled "Types of Conversational Maxim Flouted by the Main Characters in Green Book Movie". This study employed the Grice's theory of Cooperative Principle (1975) to describe the conversational maxims that was flouted by the main characters in the movie Green Book. Their research showed that the movie's main characters flouted all types of conversational maxims. The flouting of the quantity maxim is the most prevalent type, accounting for as many as 31 (38.75%) of all instances. The flouting maxim of relevance is the second most frequent type, accounting for 28 (35%) of all occurrences. As the least frequent violation of a maxim identified in the film,, the flouting maxim of quality appears 12 times (15%) and the flouting maxim of manner appears 9 times (11.25%). Comparing the previous study with this current study, there is a similarity found in the study's data sourced from the movie. There were also identified differences

between the current study and the previous one. The previous study focused on the main characters, while this current study was focused on the main characters and the supporting characters in the movie.

The earlier study on flouting maxims was conducted by Winarta *et al* in 2022 and was titled "Flouting Maxim as Shown by Characters in the Novel Buffalo Bill, The Border King." The focus of their study is to examine the kinds of flouting maxims and the reasons for the characters flout the maxims in *Buffalo Bill*'s Novel. In this study, in determining the kinds of maxims that appear in the novel,Grice theory (1975) was applied and also the theory developed by Cutting (2002) was utilized to determine the strategies of characters in the novel use to flout the maxims. Twenty data revealed that three out of four flouting maxims' categories were flouted by the novel's characters, according to the research's findings. The maxim of quantity is flouted 10 times, the maxim of quality is not flouted, the maxim of relevance is flouted nine times, and the maxim of manner is flouted once. Furthermore, there are five different reasons why the characters flout the maxims. There are some differences between these previous and current studies. The first difference lies in the study's data source. The data source for their study was a novel, while the data source for this study is a movie. The next difference lies in the study's aims and the theory to analyze it. Their study aims to determine the strategies of characters who flout the maxim using the theory presented by Cutting (2002), whereas this study aims to determine the reasons for flouting the maxims used by the characters using Leech's theory (1983) that support by theory by Halliday & Hasan.

According to the review of the related research that was conducted previously, this study has some similarities as well as some differences. Using Grice's (1975) Cooperative Principle theory to analyze the data is the similarity. Moreover, the first difference found in the study's data source where this study used an adventure-comedy animated movie entitled *Hotel Transylvania: Transformania.* The following differences lie in the object of the study, which focuses on the main characters and supporting characters in this movie. In addition, the differences lie in the second main theory used to analyze the data. In order to determine the reason for the characters' flouting the maxims, this study applied theory proposed by Leech (1983).

2.2   Concepts

Below are some concepts used to give explanations about the meaning of a related key term to avoid misinterpretation and misunderstanding about this study. The following is a formulation of the study's concepts.

2.2.1   Flouting Maxim

According to Grice (1975: 49), flouting maxims occurs when she or he clearly fails to follow the maxim, not to deceive or mislead the interlocutors, but because the speakers want the interlocutors to figure out or express the true meaning of the conversation.

When a maxim is blatantly flouted by the speakers, in this situation, characteristically, the speaker wants the hearer to capture the implied intention that

the speaker conveys. When this implicature appears in a conversation, one of the maxims is exploited. Therefore, the flouting maxim is the violation that speakers commit intending to make the listeners understand the meaning implied, yet they do not follow the maxims.

2.2.2 Movie

Movie or motion picture is a recorded of visual art to simulate experiences. Movie served a story in the form of moving or motion picture and people watch it on television or screen. A movie is a symbolic representation of a human being. Most of people around the world watch movie to make fun or for entertain them and most of the movie could make the audience who watch the film seems like entering the story of the film itself, (Merriam-webster, 2020)

2.2.3 Hotel Transylvania: Transformania

Hotel Transylvania: Transformania is the fourth series in the Hotel Transylvania animated movie. This is a comedy movie released by Amazon Prime Studios in early 2022. This movie was direct by Derek Drymon and Jennifer Kluska. The duration of this animation movie is 1 hour and 27 minutes stories about Drac, a vampire, who runs the hotel for monsters. Drac has never close to his human son-in-law, Johnny. But due to an accident of a wand particularly *Monsterfication Ray*, Drac and Johnny need to work collectively to resolve their problem earlier than their transformation come to be permanent.

2.3   Theories

In this study, two main theories and one supporting theory proposed by the experts was applied. The first main theory proposed by Grice about Cooperative Principle (1975) to describe the types of flouting maxims. The second main theory of reason for flouting maxims proposed by Leech (1983) and supported by theory from Halliday & Hassan (1985) used to analyze the reason for flouting maxims in the movie.

2.3.1   Pragmatics

The study of language usage is referred to as pragmatics, according to Levinson (1983: 5). The fundamental theory of language understanding according to pragmatics is the relationship between language and context. Moreover, the study of pragmatics includes conclusion making, which will eventually connect what is said and what the participants assume as the implicit meaning. According to Leech (1983: 36), "pragmatics can also be used to solve the distinction in points of view between the speaker and his interlocutor".

Therefore, it can be inferred from the definitions of pragmatics given above that this branch of linguistics study is context-dependent because it modifies meaning based on the setting in which an utterance is produced.

2.3.2   Cooperative Principle

The cooperative principle is pragmatics studies called conversational maxims. As stated by Grice (1975), the cooperative principle encourages people to

obey some suggestions in interacting with one another in a conversation. According to Grice's theory, in every conversation, the participant is expected to contribute in accordance with the acknowledged purpose or direction of the verbal exchange in which the participants are involved, at the time it occurs. It refers to how speakers and listeners work together to be accepted in a specific way.

2.3.2.1 Maxim of Quantity

Maxim of quantity is the cooperative principle that needs to be obeyed in a conversation. These maxims focus on providing the appropriate amount of information, as neither too little nor too much is required. As Grice states in his theory, "Make your contribution as informative as is required (for the exchange's current purpose)". Therefore, that speaker must give the information as informative as required, not provide less information or not more information to the hearer. Example:

Terra : Where have you been?

Maria : I have been at Mega's house.

Grice (1975: 37)

From the dialogue presented above, Maria answer the question with no less or more information. The answer is clear information as required.

2.3.2.2 Maxim of Quality

The maxim of quality is the participants in a conversation must be as truthful as necessary and do not say any information you are not sure is true. "Try to make

your contribution one that is true, do not say what you believe to be false, do not say that for which you lack adequate evidence" (Grice, 1975). In every conversation, the speakers are required to state what they believe to be true and to provide evidence to support their statements. As a result, speakers should avoid saying or telling any information unless they have sufficient evidence to support their statements. Look at the following dialogue:

Albert   : Who's the winner of the competition?

Christo   : It's Frankie!

Grice, (1975: 39)

On the dialogue above, Christo responds to Albert's question by declaring Frankie as the competition's winner. On the example above. Christo's response is the reality that Frankie won the competition. Therefore, Christo's statement provides accurate information supported with evidence.

2.3.2.3 Maxim of Relevance

In order to fulfill the requirements of the relevance maxim, the speakers' responses need to be relevant to the topic being discussed and should not deviate from the main focus of the context. Being relevant is the key to observing this type of maxim (Grice, 1975).

Example:

Emma   : Where is my diary book?

Frank   : It's in your room.

Grice, (1975: 42)

Emma is provided with the required information by Frank's response from the context above.

2.3.2.4 Maxim of Manner

Maxim of manners requires the participation of the conversation's participants to give information orderly and avoid ambiguity. The speaker should not employ vocabulary that the audience does not understand to prevent obscurity or ambiguity; when saying something, the speakers must say it briefly and be orderly (Grice, 1975: 46).

Example:

Clay   : What day is today?

Bass   : It is Tuesday.

Clay   : and what date is it?

Bass   : It's 5 of November.

Grice, (1975: 46)

The dialogue above show that Clay receives specific information from Bass, and the conversation is condensed and organized. Therefore, if the communication's participants can follow the maxims of manners, there won't be any miscommunication.

2.3.3 Flouting Maxim

As stated by Grice (1975: 52), it is possible for speakers to flout the cooperative principle when they obviously neglect to obey the maxims of the

cooperative principle without intentionally trying to employ a device or misunderstanding what the maxims are to express implied meaning in their words. The following is how flouting maxims are divided into the same number as maxims:

2.3.3.1 Flouting Maxim of Quantity

Base on the Grice (1975), it is said when a speaker delivers more or fewer information than it required, that's described as flouting maxim of quantity. The speaker may purposely speak excessively or insufficiently to advance the discourse. For the xample: War is war.

(Grice, 1975:55)

The statement above immediately contradicts the maxim. That is because the listener will not understand, hence more information is needed. The hearer is not given a definition or explanation for the word "War" in this case. Therefore, it is essential to draw the inference from the assumption.

2.3.3.2 Flouting Maxim of Quality

This occurs when the speaker says something that is not true or tells an untruth information, which indicates that the speaker deny something that is regarded to be false. Figures of speech such as irony, metaphor, meiosis, and hyperbole can be used to circumvent the maxim of quality, according to the theory developed by Grice (1975). Example: You are the cream of in my coffee.

(Grice, 1975: 53-54)

As shown by the above example, the speaker flouts the maxim of quality. It is an example of a category fallacy; the speaker should really contribute something, and the statement that was said above will only serve to confuse the listener. There are two distinct meanings that can be derived from the phrase "you are the cream of my coffee." are possible: first, humorously, "you are my bane," and second, symbolically, "you are my pride and delight."

2.3.3.3 Flouting Maxim of Relevance

Typically, such errors occur when the speaker provides an answer that is irrelevant to the question (e.g., an abrupt topic change or a blatant failure to meet the interlocutor's intent in asking the question). This flouting maxims happens when someone declines to answer a question and abruptly changes the subject of the conversation. For example:

Ten   : I do think Mrs. Kelly is an old windbag, don't you?

John   : Huh, lovely weather for March, isn't it?

(Grice, 1975:54)

In the dialogue above between Then and John have already made it possible for the conversation to be unparalleled, and John flouted the maxim of relevance. John should have responded cooperatively by answering "Yes or No." It's possible that John was intended to be indicated in Ten's query with a different connotation. As a result, he or she flouting the maxim of relevance.

2.3.3.4 Flouting Maxim of Manner

The lack of brevity, transparency, and clarity in communicating goals is referred to as flouting maxim of manners. For example:

Interviewer   : Did the Government promise teachers a raise and did not

                       start any legal procedures about it?

Spokesperson : I would try to steer you away from that conclusion.

(Grice, 1975:17)

The lengthy response was the result of the Speaker, not an inability to speak concisely. The Speaker may experience a conflict of interests throughout the interview, despite her best intentions. However, having a productive dialogue competes with a different objective, protecting the government for whom she serves as spokeswoman from developing a bad reputation.

2.3.4   The Reason of Flouting Maxim

As satated by Leech (1983:104), "reason of flouting maxim appears when the speaker intends to deliver and unstated meaning to the listener." Speakers may be able to flout maxims for multiple reasons in the same situation, or, for the same reason, speakers may flouted two different types of maxims (Leech, 1983). There are four potential reasons for people to flout the maxims in the conversation, they are:

2.3.4.1 Competitive Reason

An illocutionary goal that competes with the social goal, such as in commanding, requesting, demanding, and begging, is related to the competitive reason. Goal is an intended meaning that can be divided into two types. The self-centered goal is the first type illocutionary goal since it is only concerned with the individual and has no regard for others. Moreover, the second type of illocutionary goals also includes social goals, which aim to benefit others. As a result, there is competition between the social goal and the illocutionary goal (Leech, 1983).

Example:

Sarah: Merry, the phone is ringing.

Mery: I'm in the bath.

(Cutting, 2002:38)

As shown in dialogue above, the illocutionary and the social objective of Mery are compete. Mery's social goal is wants Sarah to help hers to pick up the phone. At the same time as Mary's illocutionary goal is completing her personal activity. Here, Mery is familiar with the condition that Sarah asked Mery to answer the phone. Due to this, Mery had successfully flouted the maxim of relevance since Mery declined to pick up the phone by stating, "I'm in the bath". Competitive reason indicates that Mery flouted the maxim of relevance in the conversation by prioritizing her social life over her illocutionary purpose.

2.3.4.2 Convivial Reason

Convivial reasons include things like offering, inviting, greeting, thanking, and congratulating people. These instances of flouting maxim are related to illocutionary goals that also happen to be social goals. There will be no one disadvantaged by the utterance, as it benefits both the speaker and the society (Leech, 1983).

Example:

Samira: I can't imagine for sure. Perfect score for your grammar.

Julie: It's also you in charge.

(Leech. 1983:104)

As in the above dialogue, Julie's acceptance of a compliment has a social goal while her thank-you response serves an illocutionary one. Due of her desire to express thanks to Samira for her assistance in teaching grammar, in the conversation above, Julie flouted the maxim of relevance.

2.3.4.3 Collaborative Reason

A collaborative reason exists when the illocutionary goal is indifferent to the social goal. Such as those that are included in this reason, such as asserting, reporting, announcing, and instructing. The illocutionary and social goals collaborate in order to increase comprehension. This reason is tightly linked to the fact that the quantity maxim is being flouted (Leech, 1983).

For example:

Charlene: I hope you brought the bread and the cheese.

Dexter: Ah, I brought the bread.

(Leech, 1983:40)

In the above example, Dexter flouts the maxim of quantity by telling Charlene that he is bringing only bread and no cheese. The objective of illocution in this situation is to explain what he has done. Furthermore, the context justifies Dexter's answers and that makes Charlene understands the intended meaning of Dexter' utterance.

2.3.4.4 Conflictive Reason

When a conversation's illocutionary goal and social goal are at conflict, such as when someone is threatening, accusing, cursing, or reprimanding someone else, this is known as a conflictive reason. Then, society is at a disadvantage, whereas a certain individual dominated the advantage of a statement (Leech, 1983).

For example:

Anne: How about your meal?

Willy: Yum, this is a lovely under cooked egg. You've given me here, as usual.

(Leech, 1983:104)

As the example above, Willy intends to hurt Anne and flout maxim of quality. Complimenting Anne of giving advice for her luck is the social goal of Willy. In contrast, Willy's illocutionary goal is to begin what he feels without carrying the feelings of others. The word "lovely" becomes the conflicting word in

the conversation. The meal is no lovely and Willy then tries to correct Anne. As a result, Willy states the contrary in this case, and conflictive is the reason for him to flouts the maxim of quality.

2.3.5   Context of Situation

Halliday and Hassan (1985) define context of situation as the environment in which meanings are exchanged. In other words, the context wherein linguistics interaction happens provides participants with a lot of facts approximately the meanings which are being expressed. The context of the situation can be divided into the following three categories:

2.3.5.1 Field

As said by Halliday (1985:12), "the field of discourse refers to what is happening, the nature of the social actions that is taking place: what is it that the participants are engaged, in which the language figures as some essential component". The occasion within side the communication has huge contribution. In good communication, something taking place will have an impact on the communication significantly. It helps through the situation and the stability of the utterance or the engaged catch other among the languages used to communicate or the way that the speaker's body language conveys their meaning.

2.3.5.2 Tenor

As said by Halliday (1985:12), "the tenor of discourse refers to who is taking a part, to the nature of the participants, their statuses and roles". Tenor is where the

personal relationship involves. The conversation could be occurred if there are two people or more who are sharing information with one another. People are choosing grammar and selecting the words in their conversation based on the relation between them. When students and teachers interact, their conversations differ from those between two or more close friends.

2.3.5.3 Mode

As stated by Halliday (1985:12), "the mode of discourse refers to what part the language is planning, what is that participants are expecting the language to do for them in that situation: the symbolize organization of the next, the status that it has, and its function on 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". Language in conversation is a bridge, the participant is using language to share an information. In doing conversation, is not only giving information between each other, also has other function, such giving command, asking help or other function.