

# CHAPTER I

## INTRODUCTION

### 1.1 Background of The Study

Talking about language is of course the most important thing in establishing communication with one another. According to (Chaer, 2014:32) as cited in Wiranto and Santoso (2014), language is a system of human communication expressed through sounds or written expressions that are structured to form larger units, such as morphemes, words, and sentences. The main function of language is as a means of communication. Talking about communication, according to the Cherry (1996) in his book entitled *Human on Communication*, he explained that communication is something related to human speech and language, he also added that basically all of it is a social affair. Language and communication have a very close relationship. The relationship between the two is reflected in the meaning of language according to linguistic formulations and communication reviews, which language as a tool or medium of communication used by humans in interacting with each other.

Dealing with language and communication, the cooperative proposed by Grice (1975) serves as a means to achieve effective communication. It was explained that speakers and listeners must contribute to each other according to their respective needs so that both of them can achieve the same understanding of the meaning to be conveyed. Grice (1975) introduced the Cooperative principle in Logic and

Conversation. This principle is based on the assumption that participants in a conversation are cooperating with each other and usually strive to be honest, informative, relevant and clear to facilitate successful communication.

In the common of a successful communication, of course, a directed conversation is also needed. Cooperative principles themselves are the basic assumptions in a conversation where each speaker is expected to make the contribution needed in the conversation process (Yule, 1996). Grice (1975) argue that natural conversation can occur when the speaker and listener follow the principles of cooperative communication. The principle of cooperation, he consists of four maxims of conversation: a) maxim quantity, b) maxim quality, c) maxim relevance, d) maxim manner.

Talking about all above, in everyday life sometimes we give unclear information in conversation such, lie and so on. Of course all of that is based on the goals and interests of each. Similarly in this case of movies, it is also felt that the progress of a story in a movie will be more interesting to watch if there is a message in it, here Grice's maxim come to reveal and examine how deep the storyline is in a movie, that is why the researcher chose the movie in this study.

In this case, the subject of this thesis discussed flouting of the maxim contained in the "Taxi Driver" Movie by Martin Scorsese which was released on February 8th, 1976. This film, which has four Academy Awards nominations, is considered suitable for researcher because there are scenes and several conversations

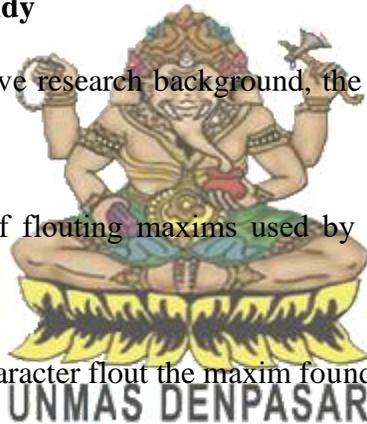
in it which support in this research, besides that there are no researchers who study this film, this is also one of the reasons why this film was chosen.

From the brief reasons above, the researcher chose to put the research title The Analysis Flouting Maxim in the "Taxi Driver" Movie. Researchers hope that this study can help especially students who want to study in the discussion of flouting maxims, to further deeper their knowledge of pragmatics and language.

### 1.2 Problems of The Study

Based on the above research background, the research focused on answering the following questions.

- 1) What are the types of flouting maxims used by the character in "Taxi Driver" movie?
- 2) Why does the main character flout the maxim found in the movie?



### 1.3 Objectives of The Study

Based on the above research questions, the objectives of this study are to:

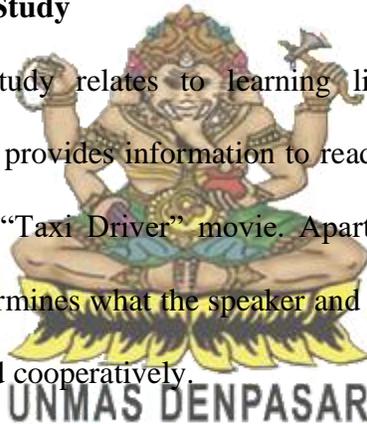
- 1) To find out the types of flouting maxims used by the character in the "Taxi Driver" Movie.
- 2) To analyze the reasons the main character flout the maxim in the movie.

#### **1.4 Limitations of The Study**

This study is about disregard for the maxim of the movie "Taxi Driver". This study focuses on finding types of maximal neglect in hero utterances. A limitation of this study is that it simplifies the grasp of the types of flouting maxims and the meanings involved in their pronunciation. Moreover, the role of the protagonist in this film is also very dominant.

#### **1.5 Significance of The Study**

Basically, this study relates to learning linguistics, in this case, it is pragmatics, this research provides information to readers about flouting maxims and what is included in the "Taxi Driver" movie. Apart from that, learning about the flouting maxim also determines what the speaker and interlocutor do to communicate efficiently, rationally, and cooperatively.

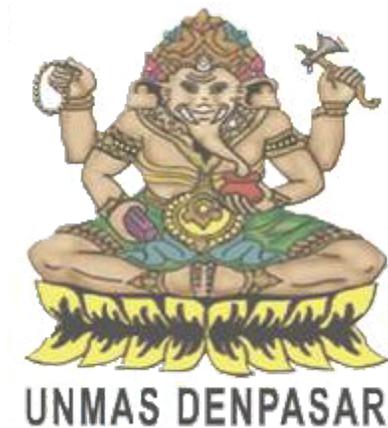


##### **1.5.1 Theoretical Significance**

Theoretically, the purpose of this study is to deeper the researcher knowledge of linguistics which is about the flouting maxim in the film the "Taxi Driver" 1976. Furthermore, the results of this study also make the researcher writing comprehension better.

### 1.5.2 Practical Significance

This study can serve as a resource for other academics who are interested in researching flouting maxim, particularly in movies, and is anticipated to contribute to readers' knowledge of linguistics, another benefit is the development of linguistics, especially pragmatics.



## CHAPTER II

### REVIEW OF RELATED LITERATURE, CONCEPTS, THEORIES

#### 2.1 Review of Related Literature

In conducting research, of course, it is necessary to have theories that have been created to explain and support applied concepts. This is necessary because it will be used to clarify concepts so that they have the same perception and can be debated in the field. Here are some following classifications of the concepts used in the feasibility study in this research.

The first review is by Putri (2021) and is entitled "Analysis of flouting maxims in John Green's *The Fault in Our Stars* Novel". The purpose of this study is to find the outcome of the conversations that take place in the novel. Because the source data for this study were novel utterances, researchers used descriptive qualitative data. The results showed that he violated the maxim the novel presented on his two dates 28 times. The character states that in his remarks he ignores one maxim 19 times and two maxims he ignores 9 times. The study was terminated based on the outcome of conversations that took place within the novel, as data suggesting that participants violated maxims did not imply that the conversation was over.

The second review is by Nuruliza (2020), entitled "Flouting Maxim's Pragmatic Analysis of Donald Trump's TIME Interview in the Oval Office in 2020." The purpose of this study is, based on an interview with Donald Trump, who has the

linguistic traits that have the power to influence others. And it can be very important to analyze how the hidden meanings of his statements paint him as a public figure. In this study, a descriptive qualitative approach was used, as the object of study is a transcript containing utterances and conversations. This study used the theory of Grice (1975) to define the ignoring maxims that occur during an interview. As a result of this study, the study found 11 utterances that violated maximal quantity, 3 utterances that violated maximal relation, and 2 utterances that violated maximal behavior, but quality. No utterances were found that violated the maximum value of. An analysis of the survey results shows that the most dominant type is the quantity-ignorant type, which Trump expresses interest in, and which is more than necessary to demonstrate his power as president and his nationalism as a representative of America. It means giving a lot of information.

The third review was entitled “Flouting Maxim in Creating Humor” by Puspasari & Ariyanti (2019). A comparative study of Indonesians and Americans. The purpose of this study is to explore the flouting maxims by Indonesian and American comedians, the joke techniques they use when flouting maxims to create humorous material, and why they ignore certain maxims the most and it was to compare the use of joke techniques. This study uses descriptive-qualitative methods to observe the consequences of flouting maxims in stand-up comedy. The results of this study will be produced in the form of a narrative. Participants in this study are an Indonesian comedian named Abdul Arshad and an American comedian named Kevin Hart. Therefore, they use the same joke-telling technique to tell jokes. It can also be

influenced by similar joke material. Both usually deal with anxiety and social criticism due to being a minority.

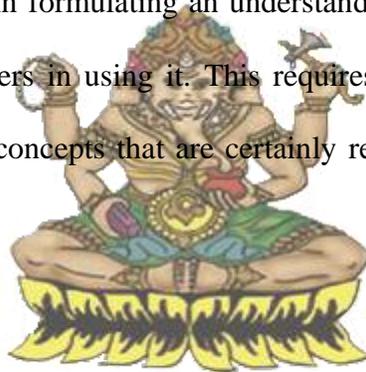
A fourth review is by Nuringtyas & Ariatmi (2018). Her study, entitled "Analysis of Flouting Maxims of Character Dialogue in Pitch Perfect Movies," seeks to find and explain the reasons behind the discovery of the types of flouting maxims of main character in Pitch Perfect Movie, is intended for in her research, she used documentation and observation techniques. To explain the maxim of disobedience, researchers use the theory of her Floating Maxim (1975) to reveal a taxonomy of its reasons. Researchers use her Christoffersen in the Tupan & Natalia classification (2008). Of the results obtained, maximum quantity was the most common at 39.2%, followed by maximum relationship at 34.8%, maximum quality at 21.7%, and maximum attitude at 4.3%.

The latest review is by Adhityawan (2018) entitled "An Analysis of Flouting Maxim Done by Main Character in Deadpool 2". This research focuses on using Grice's cooperative maxim theory to identify the types, strategies, and functions of flouting maxim in movie. A theory that analyzes cutting's maxim-ignorant strategy and Austin's theory of oral effects. A descriptive qualitative method was used in this study. The research data concerned statements made by the protagonists of Deadpool 2 that violated the principle of cooperation. The data was collected from the screenplay of the movie "Deadpool 2". Data analysis was performed by classifying data according to flouting maxim types, strategies and functions, and analyzing the data to draw conclusions.

From the five reviews that researches mentioned before, mostly they took the topic of something short, such as from interviews, stand ups and novels, while the topic that discussed this time is related to movies, which has more insight into the topic because it is based on time and data collection obtained.

## 2.2 Concepts

The research concept is a unified understanding of a matter or problem that needs to be formulated. In formulating an understanding we must be able to explain the intention of researchers in using it. This requires consistency in the use of the concept. Here are some concepts that are certainly related to the research topic that we discuss.



### 2.2.1 Conversation

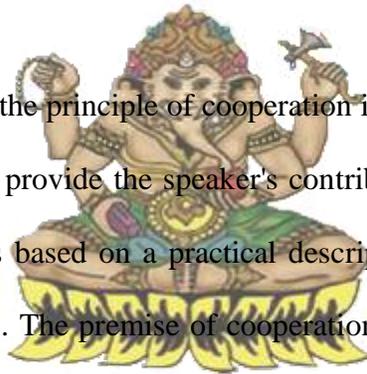
As we know, communication can work perfectly for one reason or another, starting from spoken, written, body language and so on. Coinciding with the topic of this study is the movie and the results of the data taken from the interactions of one character and another, researchers will not be able to complete it without conversation. According to Cutting (2002) conversation is when speakers interact with each other and build a conversation in a certain time, and conditions that can start from the beginning of the conversation or opening to closing. Here is an example of a conversation between two people that relates to the above definition:

A: Hi, how much are the water?  
 B: Four dollar each, sir.  
 A: can I have two, please.  
 B: No problem, eight dollar for total!

In the example above, contain a conversation if the speaker decides to talk about the price of water and ends it by buying the water. With the question the speaker can also decide how much he buys the water.

### 2.2.2 Flouting Maxim

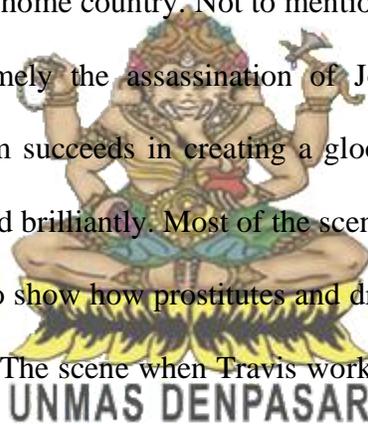
Maxim as part of the principle of cooperation is a field of pragmatism. Maxim is a concept that aims to provide the speaker's contribution to the conversation. The concept of this maxim is based on a practical description of communication by the philosopher Grice (1975). The premise of cooperation is so ubiquitous that it can be formulated as the Cooperative Discourse Principle and elaborated on as four sub-principles, the so-called maxims, Yule (1996:37). Maxim is the rule to follow to enable a cooperative principled conversation between listener and speaker. The Principle of Cooperation has four maxims designed to help speakers and listeners understand the meaning of utterances. They are the maxim of quantity, the maxim of quality, the maxim of relevance, the maxim of manner.



### 2.2.3 The Taxi Driver Movie

“Taxi Driver” is a (1976) film directed by Martin Scorsese and written by Paul Schrader. The film tells the story of a taxi driver who becomes a soldier after the Vietnam War and stars Robert De Niro, Jodie Foster, Harvey Keitel and Albert Brooks.

Taxi Driver became an era marker of reality in America in the 70s. Many young people complete state assignments in Vietnam and don't know what to do when they return to their home country. Not to mention, in the previous decade, there was a major event, namely the assassination of John F. Kennedy. In terms of cinematography, this film succeeds in creating a gloomy atmosphere in New York, which is usually displayed brilliantly. Most of the scenes that show the nuances of the night are used as a tool to show how prostitutes and drug dealers roam the streets and carry out their activities. The scene when Travis works at night is also made silent to depict a lonely Travis.



### 2.3 Theory

This data includes non-numerical analysis and research, departing from what all the researchers conceptualized from their understanding in retrieving information and taking examples from previous reviews. As the name suggests, qualitative methods are methods that do not involve measurement or statistics, and mathematics. Integrating qualitative research into intervention research is a research strategy that is gaining increasing attention in various fields. The placement of this theory can be

seen in the principles of cooperative design by Grice (1975), to know the reason by Leech (1983) and Halliday & Hasan (1985) theory of context and condition.

### 2.3.1 Flouting Maxim

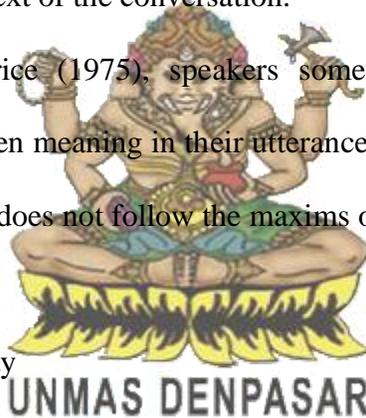
In fact, the conversation has elements in the transfer and receiving the information. However, not a few people commit violations in a conversation, so they (the person doing the communication) will provide information that is not in accordance with the context of the conversation.

According to Grice (1975), speakers sometimes ignore maxims without intending to convey hidden meaning in their utterances or to cause misunderstanding. In other words, it clearly does not follow the maxims of the principle of cooperation.

#### 1) Maxim of Quantity

According to Grice (1975:39) proposes this maxim as an explanation for a certain kind of regularity in conversational behavior with respect to the amount of information provided in each turn of conversation.

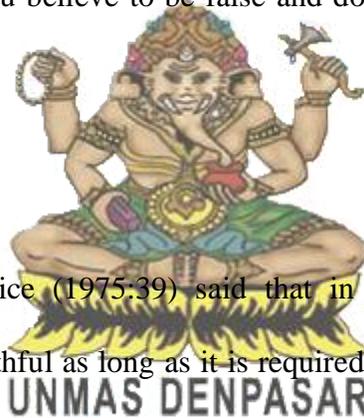
Following the maxim of quantity requires that neither too little nor too much information, be provided not to say things that are not needed by the conversation partner.



## 2) Maxim Quality

According to Grice (1975) states that in adhering to the quality principle, requires participants to follow the conversation to say the truth in accordance with the facts and data. In this case, the speaker may use ironic language to convey the implicit meaning to the listener.

In fact, it's considered that the best characteristic of a person is their inability to speak or lie knowingly. If you follow to this maxim when communicating, you must do not say what you believe to be false and do not say things that you cannot back up with evidence.



## 3) Maxim Relevant

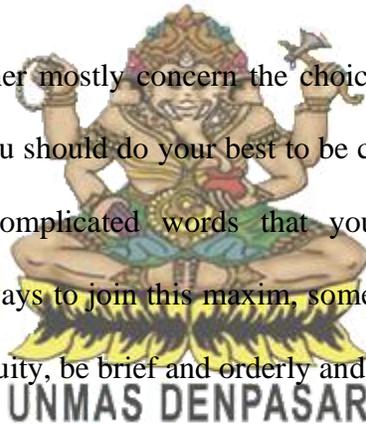
According to Grice (1975:39) said that in this maxim, participants in a conversation must be truthful as long as it is required, otherwise provide information based on what is happening in real life. This means that in conversation both the speaker and the listener must say what they believe to be true, and it can happen.

Following relevance maxims keeps conversations on track and prevents random conversations without continuity. This maxim also helps us understand utterances in conversations that may not be obvious at first glance. If you follow this maxim, you should only say things that are relevant to the conversation.

#### 4) Maxim of Manner

According to Grice (1975:45) said that in order to achieve the principle of cooperation in dialogue, the explanations in the dialogue should be clear, clear and concise. And this is called "good manners." To avoid misunderstandings and ambiguity, the listener should have some degree of relevance and background knowledge. Otherwise, the listener can infer the meaning from the speaker's utterances. Doing so helps participants understand the meaning conveyed by the speaker.

The maxim manner mostly concern the choice of words used. For example, following this maxim, you should do your best to be concise and consistent, avoiding big words or overly complicated words that you know your audience won't understand. One of the ways to join this maxim, some of the things that must be are, avoid obscurity or ambiguity, be brief and orderly and try and be as clear as possible.



### 2.3.2 The Reason of Flouting Maxim

Leech (1983:104) stated that the reason for flouting maxims is when the speaker tries to convey an implicit meaning to the listener. A speaker may violate a maxim for multiple reasons in the same situation, or may violate it for the same reason, ignoring two different reasons. Here are his four reasons why people ignore maxims in conversation.

### 1) Competitive Reason

The illocutionary goals compete with social goals such as commanding, asking, demanding, and begging. Competitive goals are inherently rude (Leech, 1983).

For example:

Sarah: Merry, the phone is ringing.

Mery: I'm in the bath.

(Cutting, 2002:38)

As shown in the example above, Mary's nonverbal and social goals compete. The social goal is that Mary needs Sarah's help to answer the phone. At the same time, Mary's vague goal is to complete her personal activities. Now Mary is well aware of the conditions Sarah asked Mary to answer the phone. Because of this, Merry managed to ignore her relevance maxim as she refused to answer her phone saying "she's in the bathtub". Competitive justification suggests that Mary ignored her relevance maxim by prioritizing herself in her conversation. She began her social life over her ambiguous purpose.



### 2) Convivial Reason

The illocutionary goals coincide with social goals such as offering, inviting, greeting, thanking, and congratulating. Politeness is polite in nature, but here we need a more positive form that seeks opportunities to show respect (Leech, 1983).

For 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 conversation above, Julie's acceptance of compliments has a social purpose, but her thank-you reply serves a non-verbal purpose. Julie ignored the relevance maxim in the above conversation because she wanted to thank Samira for helping with the grammar lesson.

### 3) Collaborative Reason

The illocutionary goal is indifferent to the social goal such as asserting, reporting, announcing, and instructing. They are mostly irrelevant, most of the written discourse falls into this category (Leech, 1983).

For example:

Chaira: Where's my box of chocolates?

Jack: The children were in your room this morning.

(Smith and Wilson, 1979: 175)

In the above example, it is assumed that Jack doesn't know the answer to the question, so Jack's remarks can be related to Chaira's question, but Jack's answer is still that the children don't know that chocolate. and helps Chaira's figure out the answer, or at least they know where they are. Conversational goals include both social goals (e.g. be polite) and personal goals (e.g. find a box of chocolates). The lack of superficial meaning leads to the conclusion that Jack's answer is relevant at a



more indirect level to contribute to the quantity maxim. Indeed, in cooperative, socially motivated conversations, it is common for one participant to adopt to some degree the assumed goals of the other participant.

#### 4) Conflictive Reason

The illocutionary goal conflicts with the social goal such as threatening, accusing, cursing, and reprimanding. Because of conflict locutions, politeness is out of the question, by their very nature, designed to offend (Leech, 1983).

For example:

Anne: How about your meal?

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

(Leech, 1983:104)

In the example above, Willie wants to hurt Anne and ignore the quality maxim. Her social goal for Willie is to commend her for Anne's good luck advice. By contrast, Willie's nonverbal goal is to start with what you feel without carrying around the feelings of others. The word "lovely" becomes an oxymoron in conversation. Willie tries to correct Anne because her food doesn't taste good. So in this case Willie is arguing the opposite, and for him the dispute is a reason to ignore the maxim of quality.



### 2.3.3 Context of Situation

There is a dynamic relationship between the event or occurrence and the situational context. Situational context is the totality of extra linguistic features that have relevance to the communicative act. According to Manca (2012) as cited in Halliday & Hasan (1985), the context of a situation is the environment in which meaning is exchanged. In other words, the context in which the linguistic interaction takes place provides participants with many facts about the meaning being expressed. He also argues Here three components of situational context can be categorized as follows:



#### 1) Field

Halliday & Hasan (1985:12) stated that the field of discourse refers to what is happening, the nature of the social actions that are 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 a 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 body language used to interpret the action.

## 2) Tenor

Halliday & Hasan (1985:12) stated that 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 occur if there are two people or more who are sharing information. People are choosing grammar and select 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.

## 3) Mode

Halliday & Hasan (1985:12) state that the nature of the discourse refers to what part the language plans for and what the participants expect from the language in that situation. They symbolize the neighbor's organization, its status, and its function in context, including channels (spoken or written, or a combination of both), and rhetorical ways of being accomplished through the associated text. increase. They fall into categories such as persuasive, explanatory, and didactic. Language in conversation is a bridge, and participants use it to exchange information. Conversation not only gives each other information, but also has other functions such as giving orders and asking for help.

