

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the study

Language is generally known as a medium which ease people to have interaction, communication and speak to others. One of the most important things that connect people is using language. Language originally served as a wayof communication (Bühler,1934) in Diessel(2014:3). Therefore, language is claimed to have such a more specific role in creating interaction, gaining solidarity, and also making cooperation especially in society. Language is used to express thoughts and feelings so that listeners can understand what is being said. Human is social creatures who cannot live alone and needs other people to socialize with. The important thing the functions of language itself is to transfer information and to establish social relationship. Therefore the people use words in their language to communicate with others. Moreover, communication is also important in our daily lives, such people can share information, tell their emotion, and ask something. There are many ways to communicates with each otherone of them is through a movie.

Yule (1996: 3) states that, pragmatic deals with the study orientation or the function as stated by the speaker or even writer and become interpreted by the listener and also the reader. This kind of study usually reflect things which people try to mean in a given meaning and the way it may affects things and what you said. Pragmatics also describe the way language is studied within

communication, the correlation of sentences, the context, condition, and also the time it is spoken in the sentence. This means that pragmatics tries to describe the utterance conveyed by speakers to the listener by knowing the meaning. Moreover, learning pragmatics will make people easier to understand how language is used in certain contexts and can use it perfectly. Pragmatics can be seen as a study about how language is used in interpersonal interactions. For the speaker and listener to understand a conversation, there must be a general principle of linguistic use known as cooperative principles (Renkema, 1993).

In the scope of pragmatics study there are many interesting conversations to analyzed, one of them is through movie. Grice (1975) proposed theory which called as “Cooperative Principles” where the speaker and hearer must have to desire to convey and interpret the meaning of utterance. Cooperative theory principles is known as the rule of how human communicate effectively in conversation between people who become the speaker and also the listener to really understand things said and meant in conversation. The cooperative principle describe about how people can communicate effectively in conversation in common social situations or suggest what matters they need to obey, so the purpose of communication can be conveyed. Grice suggested the conversation based on theory explained, the principle said as follows:

*“Make your own conversational contribution for things needed, at the stage where it happens, by the received orientation or the way of the talk exchange things you are really engaged” Grice (1975: 45).*

The principle of cooperative has four maxims that can make the conversation become clear and effective. Maxim is a rule of conversation, which consist of some ways to push the speaker or the listener to stay on the right track in the conversation in order to avoid any ambiguity and misunderstanding. According to Grice (1975: 45) there are four types of maxim: maxim of quantity is the speaker have to be more informative as it is needed, maxim of quality is the speaker never say things you are convinced it is not true, maxim of relevance which make your contribution relevant, maxim of manner that is taking action to avoid the ambiguity, become obscurity, become brief and also more orderly.

In daily life sometimes people say something that we have hidden meanings of communication and break the rule of cooperative principle. The speaker may consciously or unconsciously break the rule to achieve a specific goal such as trying to hide the truth of the information said, giving false information, or simply entertaining. The violation of the maxim is to be known as the state when the speakers do not meet or even intentionally follow the sub-maxims (Zebua and Saleh, 2017: 104). Speakers can be claimed to be violates a maxim if they knows that their listeners may never know about the truth and only know the meaning in superficial way from the words.

Based on the explanations above, the writer will be focused to figure out the kinds of maxim violation and also the intended meaning from the utterance contain of maxim violation that apply in the movie. In the Luca movie, there are lot of conversation with such a proper pronunciation, the articulation and

also the voicing in purpose to interact the speaker and the listener. One of the fresh and new animation movies from Disney is called Luca which is known to become voiced by several artists in Hollywood. This movie was chosen to be analyzed because many of the conversation between characters broke the effective communication. Thus, this movie is good to be used as an analysis.

It starts when Luca goes to work and mom ask dad with worried face.

Daniela: *We're a little worried about him, right?*

Lorenzo: *No, thanks! I'm full.*

(At minute 08: 24)

In this conversation, the second utterance is categorized as violation of maxim relevance because when Daniela asked *We're a little worried about him, right?* and Lorenzo answered it with *No, thanks! I'm full.* In this sentence Lorenzo has violated maxim of relevance because as we know, maxim relevance is the speaker be relevant with the information. In that situation, when Luca wants go to work and Daniela feels a little worried about her son because the mother is afraid her son will be kidnapped by humans and Lorenzo just finished her breakfast so he did not focus of what his wife means. So that statement did not meet maxim relevance. Indirectly Lorenzo makes the topic of the conversation unmatched.

The reason why the writer chosen this movie to be analyzed, because this movie is familiar since 2021, also in the film there has the conversational that violated maxim. The writers want to know more about what types of maxim

violation in this movie. Based on Grice theory, the writer can also believe that with complete knowledge about maxim violation and Grice's maxim, the readers and the learners of English language may become able to build such a proper relationship with each other and also be able to provide meaningful and effectively conversation.

## **1.2 Problem of the Study**

According to the background of this study, there are two problems to be discussed, they are:

1. What kind of maxim violations are found in the Luca movie?
2. What are the intended meanings of the utterance which contain maxim violations found in the Luca movie?

## **1.3 Objectives of the Study**

Based on the problems mentioned above, the objectives of the study can be classified as the following:

1. To find out the types of maxim violations found in the Luca movie.
2. To analyze the intended meanings of the utterance contain maxim of violations found in the Luca movie.

## **1.4 Limitation of the Study**

On the research done, the writer only analyze about maxim of violation found in Luca movie. The writer would like to focus on the types of maxim violations found in Luca movie and the intended meaning of the utterance

contain of maxim violations found in the Luca movie. The research will use theory of maxim violations proposed by Paul Grice (1975) and the supporting theory of context of situation proposed by Halliday and Hassan (1985).

## **1.5 Significance of the Study**

The result shown of the research is divided into theoretical significance and practical significance. Those explained as follow:

### **1.5.1 Theoretical Significance**

This research gave the readers more knowledge and good understanding about maxim, especially for the types of maxim violations. In addition, this research can be a positive knowledge for the readers of the explanation of linguistics.

### **1.5.2 Practical Significance**

By analyzing and identifying the types of maxim violations that found in the *Luca* movie, and also analyzing violation of maxim in all of the character in the movie. By watching the movie the readers will be understand about the way how to analyze of maxim in the movie. And this research will be useful for the other students who want to make another research about maxim.



## CHAPTER II

### REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter presents some previous studies and an overview on the theory of cooperative principle by H. P. Grice (1975) followed by its maxims. It also gives some explanation on pragmatics, cooperative principles, types of maxim, maxim violation, and context of situation.

#### 2.1 Review of Related Literature

The first thesis related with this study is the thesis entitled *The Analysis of Maxim Violations Found in the Movie "The Incredibles"*. The research by Trisnawati (2018). She used cooperative theory principle by Grice (1975) and also supported by Halliday (1989). In this research, the writer has two problems to figure out the types of maxim violation and to find out the intended meaning in the utterance with contain of maxim violation. In this thesis, there are four types found, for example: maxim of quality, the maxim of quantity, then the maxim of relevance, and maxim of manner. She found thirty five data types of maxim violation such as: six data categorized of maxim quality, fourteen data categorized of maxim quantity, nine data categorized of maxim relevance, and six data of maxim manner. She also found that the characters of the movie mostly giving too much information, saying unclear answer and giving irrelevant answer in order to makes jokes, protract answer, and avoid discussion. The similarity that thesis and

this research are both concern on analyzing the maxim violations and also both of this study analyze the intended meaning in the utterance which contain of maxim violation. The second similarity both of this study, this also use with the same theory proposed by Grice (1975) about cooperative principle and theory proposed by Halliday (1989) about context situation. The difference between that thesis and this research only from the data source, the data used are taken with different movie.

The second thesis that is related with this study is the thesis entitled *An Analysis of The Violation of Grice's Maxims on The Boy Movie Script* written by Purnomo (2017). In her research she analyzed maxim violation which is figured out in movie *The Boy* led by William Brent Bell. This movie unites several genres of mystery, then horror, making real conflict, having thriller, having action, and also spill out some drama. The thesis also used the same theory proposed by Grice (1975) about cooperative principle. The research done in a purpose to figure out the kinds of maxim violation which are violated by several character shown in *The Boy* movie and she also goes to the reasons of *The Boy* character violates Grice's maxim. To support her research, she used a qualitative method. In a purpose to collect the data, the researcher hired some assistand and also important document to become the instrument. She found that the characters tended to violate the maxim in two kinds, called single and also multiple maxim of violation. The similarities between both of the study are using the same method which is qualitative method, and also used the same theory proposed by Grice. What makes it different is the previous study only focus on to figure out the types



of maxim of violation inside the movie and analyze the intended meanings of the utterance which contain maxim of violations found in the Luca movie and this research focus on the reason of The Boy character movie violate Grice's maxim.

The third research that conducted the same topic was an article entitled *Maxim Violation on "Night at The Museum" Movie* written by Andy and Ambalegin (2019) Putra Batam University. The study was done in a purpose to give identification of maxim violation made by the character of this movie and analyzed process the intended meaning of utterance which contain of maxim violation. The theory of this article used proposed by Grice (1975) about cooperative principle. This study carried out a descriptive qualitative approach in pragmatics identification process of analysis. This research was conducted by describing the data using words and sentences. The researchers try to make observation about the data by watching movie called Night at the Museum which was directed by Levy (2006). There found some data which are claimed to be more related to the topic taken to become there search object. The result of the maxim violation revealed that the writer was found thirteen data or utterance containing maxim violation on this movie. The similarity from both studies used the same theory as claimed by Grice (1975). The other similarities show during the process of analyzing the data, the researchers also used such as pragmatics of identity method. The difference shown is only the source of the data source had from another movie.

## 2.2 Concepts

Concept is an important part of scientific writing. It can help the writer and also the readers to understand the subject thoroughly. In this part, there are two concepts of literary works are applied.

### 2.2.1 Pragmatics

Pragmatics is one of the branches of linguistics which is the study of meanings. Yule (1963: 3) states that pragmatics is known as the study of meaning with concerned or subject of communication by a speaker or a writer and reflected by a listener or even the reader. The study focus is to analysis the meaning of utterance. It studies about the meaning of aspects and language use that depend on speakers, receivers and other features of the condition. Yule (1996: 4) states that pragmatics is also the study explained about the correlation of the linguistics shape and also the speaker that communicates the utterances.

### 2.2.2 Maxim Violation

Maxim violation is a statement or sentence that contains a violation when speaking or conveying information. A speaker whomake violation of a maxim also have responsibility to misleading, Grice (1975: 49). In this study, there are four types of maxim violation, such as the quality violation, the quantity violation, the relevance violation, and also the manner violation. Based on theory Grice, when violating maxim of quantity occurred, the speaker just contribute through some information needed or try not to contribute that is more informative than necessary. As for the maxim of quality, the speaker must give the truth information to the listener. When violating maxim of relevance, the speaker must

give a contribution that is relevance to the problem of the conversation. While violating maxim of manner, the speaker should escape the ambiguity, be brief, and avoid obscurity of expression to the hearer.

### **2.2.3 Luca Movie**

The movie of Luca is a 2021 the most out standing American computer-animated teen fantasycomedy movie directed by Enrico Casarosa and made by Pixar Animation Studios and also distributed by Walt Disney Studio Motion Pictures. This movie tells the story about the friendship between 13-year-old boy Luca Paguro and his new friend called Alberto Scorfano, a teenage sea monster who loves to do new things. The cast of this movies also voiced by well-known artists, namely Jacob Tremblay, then Jack Dylan Grazer, then Emma Berman, then Maya Rudolph, then Marco Barricelli, then Jim Gaffigan and also Saverio Raimondo. Luca is released in Disney+ on June 18, 2021. This movie is the latest animated movie in Disney Pixar and received positive reviews from critics, with special appreciation for the animation, visuals, and vocal performances.

## **2.3 Theories**

In theoretical bases, there are some theories that used to make analyze the data needed. Those were the theory of Cooperative Principle claimed by Grice (1975) and also theory of Context Situation by Halliday and Hassan (1985).

### **2.3.1 Cooperative Principles**

Cooperative principle is how humans can communicate effectively in conversation in general social situations. The principle explains how the speaker

and the hearer act cooperatively and accept each other to understand in a certain way. Grice said that if we communicate, we may have assumption that we and those we speak to will more cooperate in the conversation to achieve common goals without realizing it. It refers to the people try to make their conversation effectively. A cooperative principle must do a good conversation between the speaker and also the listener to make the communication clearly. Therefore, the speaker must always try to make their conversation more relevant in context, clearance, and get to be understood. To make the communication run effectively, there found several types of conversational maxim such as quantity maxim, quality maxim, relevance maxim and also manner maxim. These conversational maxims represent how the people anticipate to communicate when they doing conversation.

### **2.3.2 Types of Maxim**

Grice (1975: 45) states that the importance is to stay recognizing those maxims to be such a unstated assumptions in the process of conversations. We think that people may give moreproper and right information. To analyze further about Cooperative Principle, in the article of Grice “Logic and Conversation (1975: 45) proposed four Conversational Maxim for example: quality maxim, quantity maxim, relevance maxim, and also manner maxim. The four types are further described below:

#### **2.3.2.1 Maxim of Quality**

1. Do not say things you are convinced to be false.
2. Do not say things lack of any adequate evidence.

It concludes that when the speaker try to ask something, the listener may answer it by giving untruth information or lies. In other words, some speakers like to get hearer attention by telling things they are convinced to be true, even though they have lack of evidence. For example, at the time lecturer comes outside the classroom but then the student want to more understand about the topic which has been discussed before and give any question by calling their names and then the student will raise hand in honest way. This maxim has function to avoid misunderstanding or miscommunication between speaker and hearer. The types of maxim violation will explain further in the next review.

#### 2.3.2.2 Maxim of Quantity

1. Create your own contribution when do some talks as informative as is needed (for the current purpose of exchange).
2. Do not take any contribution while talking informative than things necessary.

It means when the speaker asks something, the hearer should answer as informative as possible or answer it sufficiently. In other words, each participant of the conversation is required to contribute only the information needed and never take any contribution that is more informative than necessary. The example: when a student come to class late and the teacher asks her or his *Why are you late?* then a student should answer question from the teacher *I am sorry sir, I have some problem with my motorcycle.* This student do not give more explanation why see got late at school, except the teacher asks his or her again.

### 2.3.2.3 Maxim of Relevance

1. Make your contribution relevant.

It means the speaker must make their contribution become relevant to the problem of the conversation. For example, when the girl tells the boy that someone has come at their door and expects the boy to open the door to let the guest come in, the boy says he is inside the bathroom at the time. The answer given are supposed to expect the girl can understand where the boy is at that moment, so the boy cannot have the door open or see people that are coming at the moment. So, it can be stated that the correlation of the participants may not lie in the speech meaning, but they may lie in things implied by the speech. The function of this maxim is to prevent accidental or unsustainable communication.

### 2.3.2.4 Maxim of Manner

The manner maxim is known as the speaker expected to escape any obscurity of expression, any ambiguity, be brief, and also be more orderly. People that speak without considering these things can be said to violate the Grice Cooperation Principle because they do not comply with the maxim of manner.

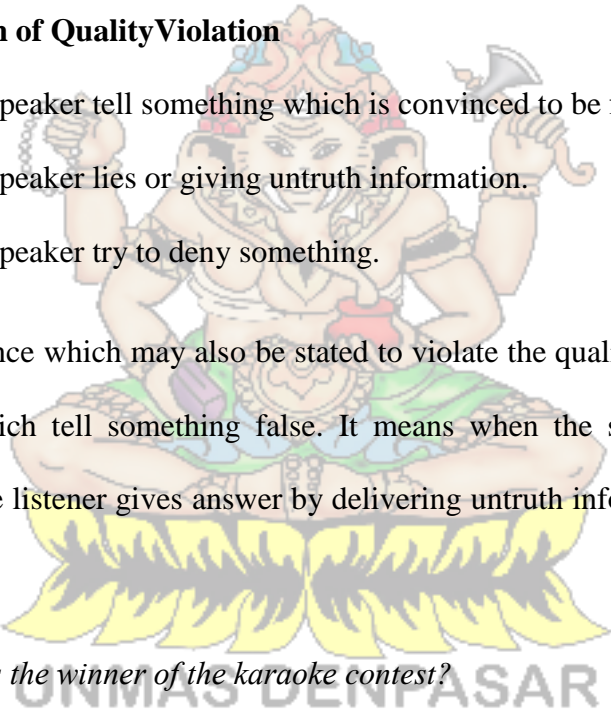
It means that when the speaker asks something, the listener should answer it was as possible and not ambiguous. For example, a man asks his friend at class, *hey, did you see my pencil?* And his friend said *yes in your pencil case*. In the example above, his friend gave a clear and concise answer without making a man confused or hesitant. This maxim has function to avoid misunderstand or miscommunication between speaker and hearer, Grice (1975: 47).



### 2.3.3 Maxim Violation

Grice (1975: 49) states that speaker that makes violation of maxim can be more liable to mislead. The term violation occurs if speakers deliberately refrain from using certain maxims of the conversations to lead any misunderstandings among their interlocutors or to reach another purpose. The criteria will be explained in each types of maxim as below:

#### 2.3.3.1 Maxim of Quality Violation

- 
- a) If the speaker tell something which is convinced to be false.
  - b) If the speaker lies or giving untruth information.
  - c) If the speaker try to deny something.

Utterance which may also be stated to violate the quality maxim is kind of utterances which tell something false. It means when the speaker tries to ask something, the listener gives answer by delivering untruth information or lies. For example:

*A: Who's the winner of the karaoke contest?*

*B: It's Ryan.*

(Mataram, 2017)

In the example above, B answers the winner of the karaoke contest is Ryan where is it the fact that Ryan has won the contest, so B tell A information that is true with an evidence.

#### 2.3.3.2 Maxim of Quantity Violation

- a) If the speaker talked too much.

- b) If the speaker talked to short.
- c) If the speaker is uninformative.

This violation happens if the speaker says something or information which contain less or more information from ongoing conversation. It means that when the speaker asks something, the listener answer it by giving untruth information or talks too much. For example:

*A: How many people in your family?*

*B: There are five people*

*A: Do you have brother?*

*B: Yes, I do. I have 2 siblings and I am the youngest.*

(Andy & Ambalegin, 2019)

In the example above, B had already answered what was required in the A's question. In other side, in the second question and answer, B did not follow the quantity maxim rule. He added more information regarding to the question. It was cooperative if B answered with "Yes, I do".

### 2.3.3.3 Maxim of Relevance Violation

- a) If the speaker escapes to talk about something.
- b) If the speaker gives any wrong causality.
- c) If the speaker try to hide something or hides a fact.

Grice (1975) states if the violation of relevance maxim is perhaps rare. Giving irrelevant information will mislead the hearer or interlocutor and

conversation does not go smoothly because the participant does not understand each other. For example:

*A: Have you finished that exam paper yet?*

*B: It's been raining a lot lately, hasn't it?*

(Cutting, 2000: 41)

In the example above, A's question has been in regard to B's exam paper. B's answer does not contribute to A's goal, rather B's purpose, is to distract A's attention from the topic under a discussion and to cause A to misunderstand the conversation. Moreover, B's response gives an implicature that B does not want to talk about the exam paper since he has not finished it yet.

#### 2.3.3.4 Maxim of Manner Violation

- a) If the speaker gives such as ambiguous language.
- b) If the speaker gives any slang in front of people that never understand about it.
- c) If the voice by the speaker is known not loud enough.

This maxim happens when the speaker of the conversation wants to exchange, hide or does not want to talk about the topic. Maxim of manner usually needs some real contribution in brief, orderly, and also unambiguous type of contribution. For example:

*A: What day is today?*

*B: It's Friday*

*A: And what date is it?*

*B: It's 20<sup>th</sup>*

(Mataram, 2017)

In the example above, B providing A with clear information and the communication goes brief and well-ordered therefore if the participants of the communication can obey the maxims of manner there will be no misunderstanding.

### **2.3.4 Context of Situation**

Halliday and Hassan (1985) states all language has a context. Context of situation refers to the environment, time and place, in which the discourse occurs and also the relationship between the participants. The interrelationship of the language with context and the correct information can lead to reasonable guesses about what the speaker is speaking and this seems to be a necessary assumption, since communication is taking place, then this correct information is what we understand by the social context. Halliday and Hassan (1985:12) states that there are three component of context of situation, those are:

#### **2.3.4.1 Field**

Halliday and Hassan (1985: 2) states field is refers to what is happening, to the nature of social interaction that is taking place, where: when and why is happening. A field is something that is currently happening, containing an understanding of the topic or content of the text. The field is also a potential system of choice, it is a choice of what to expect in that social context. Field analyzed the topic being discussed in the conversation.

#### **2.3.4.2 Tenor**

Halliday and Hassan (1985: 12) states tenor refers to who is taking a part, to the nature of the participants, their statues and role. Tenor relates to the nature

of the relationship between language users in certain social contexts. In conversation, the tenor is expressed through the relationship between the speaker and the hearer.

#### **2.3.4.3 Mode**

Halliday and Hassan (1985: 12) states mode refers to what part communication is playing, what is that participant are expecting the language to do for them in the situation the symbolic organization of the text, the status that it has and its function in the context, including the channel (whether spoken or written, or a combination of both). And also the theoretical mode of what is being achieved by the text achieves in term of categories as persuasive, expository, didactic, and the like. Mode relates to the communication, which is about what language to use in a particular context.

