

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Yule (1996) proposed that Pragmatic is a branch of linguistics that concerns the study of communication meaning between the speaker and the hearer. People need communication to connect with others through a conversation. Communication helps people to avoid misunderstandings especially in delivering their ideas or thoughts. A speaker and listener are expected to answer to each other in turn throughout a conversation and provide information that is necessary for both participants (Crowley & Mitchell, 1994: 140). Anything can be shared by people with their friends and society through conversation and successful communication will occur if the speaker and the receiver have a similar understanding. In reality, conversations among people are not usually straightforward. Sometimes people are confused and even misunderstood by dishonesty, ambiguity, and irrelevant or uninformative conversations.

Levinson (1893: 248) states that “There are two forms of communication, namely, verbal and non-verbal. Verbal communication is communication that uses a word or sounds, while non-verbal communication is communication that uses a signal, such as body language. Communication is more than just speaking, if an utterance is being spoken without meaning, it could not be called communication. There are two main functions involved in communication that are speakers and listeners who shift their position. Conversational speaking usually happens outside any formal environment, such as worship institutions, law courts, or schools.

Thus, the participants must be cooperative to ensure good communication, especially verbal communication.” Therefore, learning more about communication is crucial. Yule (1996) Pragmatics can be used to examine normal communication. Even though it is not required, people can uphold Cooperative Principles through discourse. Yule (1996) mentions that pragmatics can be used to analyze everyday conversation. In having a conversation, even though it is not necessary, people can fulfill Cooperative Principles.

Grice (1975) proposed that Cooperative Principles consist of four maxims that can make the conversation clear and effective. The cooperative principle is a theory that describes how people interact or make a conversation with each other, so the purpose or message that would like to deliver can be reached. If individuals follow the cooperation principle, which is established in four maxims, they have effective conversations. Maxim is a “*rule of conversation*”, which explains how to make the people who did a conversation or interaction stay on the right line in the discussion and to keep away from ambiguity or misunderstanding. The cooperative principle is composed of four sets of maxims, there are; the maxim of quantity (informative), the maxim of quality (truthful), the maxim of relation (relevant), and the maxim of manner (clear). But occasionally, for various reasons, people ignore or disobey the rules of communication. Those actions are considered to be flouting or violating a maxim.

In Cutting perspective (2002) violating occurs when a speaker violates the maxim and expects the listener to understand the intended meaning. Meanwhile, violating happens in order to deceive a hearer by letting the hearer only know the

surface meaning of an utterance. Lying is an example of flouting and breaking the rule toward the maxim, as is using figurative language (hyperbole, metaphor, irony). The speaker intends to convey certain hidden meanings by breaking the rules of maxims. Because of that, everyone is capable to do a conversational maxim violation of the cooperative principle, regardless of whether the conversation takes place, such in real life, on screen, or even in a book or movie.

Hornby (2006) stated that a movie refers to a collection of moving images and sounds that are displayed in theaters. Movies are like a representation of our life. In movies, there are lots of actions and conversations that are similar to conversations in real life. The characters have their dialogue in the movie to deliver the storyline and make people understand the character's intention. It might be a violation of the maxim that happens through the character's conversations. The theory of cooperative principle is suitable to use to analyze a movie's characters' dialogue that contains violating the conversational maxim. As a result, analyzing violating conversational maxims in a movie can represent an analysis of violating maxims in human life. During this dialogue, the characters tend to violate the maxim. For example, there is a conversational maxim violation found in "Shang-Chi and the Legend of the Ten Rings" movie:

Katy	: "What is your name change logic? You want to hide. You go on and change it to Mishael."
Shang-Chi	: "That's not what happened."
Katy	: "It's like, Hi, my name's Gina. I'm gonna go into hiding. My new name's Gina."
<b>Shang-Chi</b>	<b>: "Can't hear you. I'm sorry."</b>
Katy	: "Yeah, okay. Oh, yeah you can hear me."

The context of the situation of the conversation above was in a plane while they wanted to go to Macau because Shang-Chi needed to find her sister. The conversation was about Shang-Chi true identity. At the time he finally told Katy about real name, it was Shang-Chi not Shaun. He did that because he needed to escape from his father. So, it made Katy questioned Shang-Chi's name logic because wasn't good to hide because the name was similar to his real name. That becomes a joke to Katy and she continues to tease Shang-Chi about it. Shang-Chi's response was exaggerated because he pretended not to hear what Katy said but actually did and said, *"Can't hear you. I'm sorry."* and put a headphone in his ears. Because Shang-Chi has become exaggerate and his utterance has no relevance with Katy, the response is considered that he has violated the relevance maxim. He did that purposefully because he did not want Katy to mock him any longer, and he did not want to discuss that topic any further.

This study were analyzed the conversational maxim violation by the characters in the "Shang-Chi and the Legend of the Ten Rings" movie. In daily life, some people often say something that has hidden meaning in their conversation, such as telling half information, containing ambiguity, giving incorrect information, etc., whether consciously or unconsciously, and breaking the rule of the cooperative principle. In addition, sometimes the interlocutor wants the hearer to find the hidden meaning or implicit meaning of the utterances that make the speaker unintentionally break the cooperative principle. Cutting (2002:37) states that when the speaker does not seem to hold on to the maxims but expects the hearers to get the meaning implied, it is called flouting the maxims.

Yule (1996) said that speakers actually communicate more than the words they uttered. In this case, they communicate the additional meaning to the hearer. However, sometimes one utterance may contain a hidden meaning apart from its literal meaning. Therefore, it should be interpreted by the hearer using his/her intelligence which relates to the context of why the particular utterance occurs. When someone tends to hide the actual meaning in the utterances, it might be classified as violating the maxim. In this movie, there are violations of the maxim that sometimes happen in daily conversation. This has become a serious problem in real life and people need to know how important the cooperative principle is to get the goal of the conversation and not to cause a misunderstanding with each participant. In addition, it is quite interesting to identify why people do that. “Shang-Chi and the Legend of the Ten Rings” movie were chosen as a data source considering this movie supports the analysis of the data and there are a lot of interactions between the characters in various contexts and situations. It is like the representation of communication that occurs in real life. “Shang-Chi and the Legend of the Ten Rings” movie will be chosen as a data source considering this movie supports the data source in this analysis. This movie can represent real examples of conversational maxim violations uttered by the people in the movie.

## **1.2 Problems of the Study**

Based on the background of the study, the problems of this study are described as the following:

1. What types of conversational maxim violation are found in the “Shang-Chi and the Legend of the Ten Rings” movie?
2. What are the intended meanings of the utterance which contain violation maxim applied in the “Shang-Chi and the Legend of the Ten Rings” movie?

### **1.3 Objectives of the Study**

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

1. To find out the types of conversational maxim violation found in the “Shang-Chi and the Legend of the Ten Rings” movie.
2. To analyze the intended meanings of the conversational maxim violations found in the “Shang-Chi and the Legend of the Ten Rings” movie.

### **1.4 Limitation of the Study**

Related to the problems above, the limitation of the study is focused on analyzing the types of maxims violation and the intended meanings of the utterance that contain the maxim of violation in the movie. The data were analyzed based on the theory of the Cooperative Principle proposed by Grice (1975) and supported by the theory of the types of maxim violation proposed by Cutting (2002). The intended meanings behind the characters in “Shang-Chi and

the Legend of the Ten Rings” movie while violating the conversational maxim in the dialogue were analyzed by the theory of Implicature by Grice (1975) and the theory of context of situation proposed by Hymes (1974).

## **1.5 Significance of the Study**

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

### **1.5.1 Theoretical Significance**

Theoretically, the results of this study give an additional reference about the violation of the maxim in the pragmatic approach, especially the knowledge and understanding of Cooperative Principles. Hopefully, this study will be an inspiration to other researchers to examine a movie from a linguistics perspective especially about flouting and violating.

### **1.5.2 Practical Significance**

Practically, this research will be beneficial for another student who wants to make another research that is related to the maxim, specifically in violation of conversational maxims. The expectation of this research is to help other researchers in conducting similar research as well.

## **CHAPTER II**

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

In this chapter, the review of related literature, concepts, and theories are presented. The first subchapter contains a review of five previous studies that related to this research in different variables as a purpose to the accuracy of the study. The second subchapter is discussing the key terms that are relevant to be used in this research. The third subchapter explains some theories that contain all theories to support this study and is used to analyze the data.

#### **2.1 Review of Related Literature**

In this study, similar topics related to the literature were carried out by previous studies in analyzing conversations in the form of data validation. There are five references used in this study such as the thesis entitled “The Analysis of Violation of Maxim Found in The Movie Spider-Man: Homecoming by John Watts.” written by Apriyantha (2020) and the thesis “The Analysis of Maxim Violation in the Movie Jurassic World: Fallen Kingdom” written by Pratiwi (2019), and three articles: the first article entitled, “Maxim of Cooperative Principle Violation by Dodit Mulyanto in Stand-up Comedy Indonesia Season 4” by Raharja and Rosyidha (2019). The second is “Types of Conversational Maxim Flouted by the Main Characters in Green Book Movie” by Ambara, Utami, and



Juniartha (2021). The last article is entitled, “The Types of Flouting Maxim Found in Alice in Wonderland Movie” by Pratiwi, Utami, and Ariyaningsih (2021).

The first related thesis is “The Analysis of Violation of Maxim Found in The Movie Spider-Man: Homecoming by John Watts.” written by Apriyantha (2020). The problems of the study of this thesis are to examine the several maxim violations and the statement's intended meaning. The theory used in this thesis was proposed by Grice (1975) to analyze the types of maxim violation and the theory of context of situation proposed by Halliday and Hasan (1989). When analyzing the data for this thesis, descriptive qualitative methodology was used and the sources of this thesis were taken the second movie of Spider-Man which was released on 7 July 2017, which was “Spider-Man Homecoming by John Watts” movie. The similarity that can be identified is the problem of the study which concerns the violation of maxim analysis and the context of the situation which used the theory of Cooperative principle from Grice (1975). The differences can be obtained from the earlier studies with the current study is the data source, in the previous study used the “*Spider-Man Homecoming*” movie as the data source, to analyze the types of maxims this current study also supports the other theory by Cutting (2002), and also the difference that was found is about the context of the situation that used Halliday and Hasan (1986), meanwhile this study used the theory by Holmes (1974). The result of the study is 21 utterances that contain the maxim violation, which found 4 violation maxim of quantity, 6 violation maxim of quality, 9 violation maxim of relevance, and 2 violation maxim of manner.

The second related study is “The Analysis of Maxim Violation in the Movie Jurassic World: Fallen Kingdom” written by Pratiwi (2019). The problems of this study were concerned to analyze the types of violation of maxim and the intended meaning behind the character’s dialogue. In this thesis, the qualitative descriptive was the method in analyzing the data source and the data was taken from Jurassic World: Fallen Kingdom movie. The similarities between the earlier study and this one are that they both focus on evaluating the maxim violation in the movie and the Grice (1975) theory that was applied. The current study also analyzes the intended meaning behind the utterance which contains maxim violation, but in a different theory, the thesis used the theory by Halliday and Hasan (1989), meanwhile this current study used the theory of implicature by Grice (1975) and the theory of context of the situation by Holmes (1974). The data source, which was taken from the movie Jurassic World: Fallen Kingdom, is another difference between the previous study and this one. The result of the study is 24 utterances that contain the maxim violation, which found 6 violation maxim of quantity, 7 violation maxim of quality, 7 violation maxim of relevance, and 4 violation maxim of manner.

The first article by Raharja and Rosyidha (2019), entitled “Maxim of Cooperative Principle Violation by Dodit Mulyanto in Stand-up Comedy Indonesia Season 4”. The goal of this paper was to investigate the most frequent maxim that was violated and to explain why it occurred. This maxim was created in season four of the stand-up comedy Indonesia by Dodit Mulyanto. This article used the theory of cooperative principle by Grice (1975) to analyze the types of

maxim violation and conducted to use qualitative method. The 17 videos of Dodit Mulyanto's speeches from his appearance on Stand-Up Comedy Indonesia Kompas TV season 4 are the data's primary sources. The checklist tool was used to collect the data, and it is then examined for violations of each maxim. The theory that Grice's theory proposed to examine different forms of Maxim violations that are contained in the data source is the similarity that can be found in this study and the previous study. The difference identified between this study and the previous study is about the data source, the previous study used stand-up comedy as the data source, while this study used the “Shang-Chi and the Legend of the Ten Rings” movie as the data, which also concerned about violation maxim and context situation analysis, which is used Grice theory (1975) support with Cutting theory (2002) theory and the context of the situation by Hymes (1974). The study's findings include 12 utterances that violated the maxim of quantity, 13 utterances that violated the maxim of quality, 22 utterances that violated the maxim of relation and 2 utterances that violated the maxim of manner.

The second article is “Types of Conversational Maxim Flouted by the Main Characters in Green Book Movie” by Ambara, Utami, and Juniarta (2021). This study used the Cooperative Principle theory to define the several types of conversational maxims that the major characters from the movie Green Book flouted. This study adopted a qualitative descriptive methodology, with the Green Book movie as its original data source. The similarity with this article is the same concern to further explore the phenomenon of conversations that flout maxims in the movie. The objective of this paper is to find the various conversational maxim

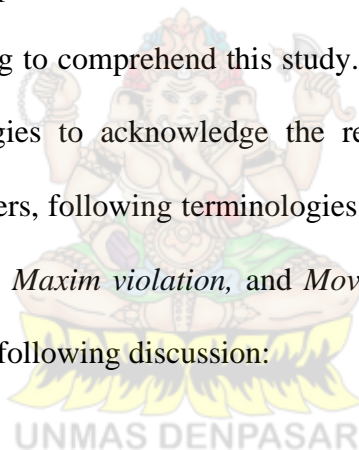
that is flouted by the main character using Grice's Cooperative Principle theory. The difference between the previous studies and the current study is in the data source in which specifically, the data of the previous study were taken from the Green Book movie. Furthermore, this study just focused to find the violation by the main character, while the current study is focused to find the entire character in the movie. The major characters in the movie consistently violate all kinds of conversational maxims, with the flouting maxim of the quantity being the most frequent type, according to the study in which as many as 31 (38,75%) occurrences and the flouting maxim of manner with 9 (11,25%) occurrences as the kind of flouting maxim that is least apparent in the film.

The last related article is entitled, "The Types of Flouting Maxim Found in Alice in Wonderland Movie" by Pratiwi, Utami, and Ariyaningsih (2021). The purpose of the article was to identify the types of maxims that the characters flouted. This study used the theory by Grice (1975) about the types of flouting maxim. In order to analyze the data, this study used the descriptive qualitative method. This study used note-taking as a way to obtain accurate data. The sources of data were taken from the "*Alice in Wonderland*" movie. The similarity between this analysis and the current study is this analysis focused on the theory by Grice (1975) about the types of flouting maxim in the movie. The differences between this study with the current study are the sources of the data and the current study analyzed the intended meaning behind the utterance by using the theory of Hymes (1974). The study's findings indicated that there are 25 different types of maxims

that are flouted in the film. The most frequently flouted maxim in this film, with a frequency of 10, is the flouting maxim of relevance.

## 2.2 Concepts

The Concepts of this study are related to the idea that has already been carried out by the previous study, especially in the pragmatic fields. There are some concepts presented to give an explanation of the meaning of some related key terms in order to prevent the reader from becoming mistaken or confused while reading and trying to comprehend this study. The concepts are arranged by using some terminologies to acknowledge the readers and make it easier to understand for the readers, following terminologies are used in this study, such as *Conversational Maxim*, *Maxim violation*, and *Movie*. The concepts of this study can be discussed in the following discussion:



### 2.2.1 Conversational Maxim

A conversational maxim is any of four rules which were proposed by Grice in 1975, and are based on Grice's Cooperative Principle, which aims to explain how people achieve effective communication in everyday situations. Grice claims that the cooperative principle is the foundation of all conversation. In order to communicate efficiently, some fundamental rules must be followed by each participant. Considering this condition, Grice developed the Cooperative Principle which everyone should follow in order to communicate effectively.

Grice (1989) stated the Cooperative Principle as follows: *“Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of talk exchange in which you are engaged.”*

### 2.2.2 Maxim Violation

Maxim is a principle that needs to be followed by all parties involved in an interaction in order to make it effective, both textually and interpersonally. According to Cook (1989), Maxim violation is a way to disobey the maxim. Violation is the condition where the speakers do not purposefully fulfill certain maxims. The discussion between the speakers and the hearers may fail if the maxim is violated because they will misunderstand one another. Speakers that violate this rule allow the hearer to just comprehend the speaker's words' surface meaning and not to understand the real truth.

A speaker can be said to ‘violate’ maxim when they know that the hearer will not know the truth and will only understand the surface meaning of the truth. Grice (as cited in Cutting, 2002: 40) states that *“when the speaker does not fulfill or obey the maxims, the speaker is said to violate them”*. Maxim violation is disobeying the maxim’s rules with the intention of conveying hidden meanings and leading the listener to discover the implied meaning. When someone lies in a conversation and tries to hide something, they are intentionally violating the maxim with the purpose of the listeners keep believing what they say and try to attempt to manipulate others in order to keep true information. In addition,

violating can occur in four of the maxim's sub-principles. There are violating the maxim of quantity, quality, relation, and manner, which happens for a variety of reasons, including keeping a secret, changing the subject of a discussion, or simply entertaining one another with jokes.

### **2.2.3 Movie**

Hornby (2006) stated that a movie means a series of moving pictures recorded with the sound that tells a story, shown at a cinema or movie. There are important elements that build the movie and have relation to one and the other, such as Genre, Characterization, Plot, Dialogue, Conflict, Editing or Cinematography, and also the back sound Music to support the movie. According to Yuliasman (2014), movies happen based on the script, but it mostly reflects our daily life activity. That is why the researcher uses a movie as media to increase the understanding of maxim violation on it.

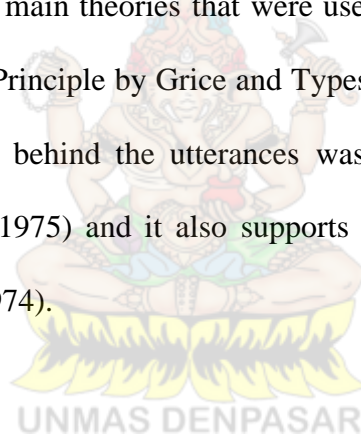
### **2.2.4 Shang-Chi and the Legend of the Ten Rings**

According to *Wikipedia*, the superhero Shang-Chi appears in the 2021 American film “Shang-Chi and the Legend of the Ten Rings” movie which is based on Marvel Comics and developed by Marvel Studios. In the movie, Shang-father Chi's Wenwu (Leung), the head of the Ten Rings organization, persuades him and Shang-Chi's sister Xialing (Zhang) into a hunt for a legendary village,

leading Shang-Chi to confront his past. In July, the title and main cast of the movie were revealed, revealing the movie's connection to the “*Ten Rings Organization*”, which had previously been seen in the MCU. “Shang-Chi and the Legend of the Ten Rings” is the first Marvel movie with a director who is Asian and a cast primarily Asian.

### 2.3 Theories

There are some main theories that were used for this study. Based on the theory of Cooperative Principle by Grice and Types of Maxim by Cutting (2002). The intended meaning behind the utterances was analyzed by The Theory of Implicature by Grice (1975) and it also supports by The Theory of Context of Situation by Hymes (1974).



#### 2.3.1 Cooperative Principle

The Cooperative Principle is one of the crucial theories in Pragmatics. Cooperative Principle describes how people interact or make a conversation with each other. Without cooperative principles, people's conversations will be more difficult. If the participant in the conversation can develop a sense of cooperation, the message in the conversation will be successfully conveyed. Each participant in a conversation needs to obey specific conversational principles in order to communicate effectively. Grice (1975) proposed the Cooperative Principle, which



is a guideline for communication. Then he proposes this assumption as the fundamental guideline for cooperative communication, which is known as the Cooperative Principle and operates as: *“Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.”* Furthermore, he develops the classification of maxims into the Maxim of Quality, Maxim of Quantity, Maxim of Relevance, and Maxim of Manner.

### 2.3.2 Types of Maxim

The four maxims that Grice proposed in 1975 are referred to as the Cooperative Principle or Grice's maxims. In order to have successful and fruitful communication, speakers and listeners must adhere to the maxims. There are types of maxims including:

#### A. Maxim of Quantity

First, the maxim of quantity means the speakers should be as informative as possible, providing neither too much nor too little information. Some speakers want to emphasize that they are aware of how much information the listener needs or can handle. By providing insufficient details, they make the listeners unable to understand and make it hard to figure out what they're discussing. However, those who provide more information than the listener requires to run the risk of boring them. This maxim makes it clear that the statement is the most persuasive or instructive one that can be made about the circumstance.

**B. Maxim of Quality**

Speakers in the maxim of quality are required to be truthful and to say things that they believe to be true. It is assumed that they will refrain from saying anything they feel is inaccurate or for which there is insufficient proof. Some people like to point out to their listeners that they are only stating what they firmly think to be true and not supported with enough proof.

**C. Maxim of Relevance**

Speakers are supposed to convey a point that connects to what has already been discussed. In addition, Cutting (2002) stated that the speaker must provide information that relates to what has already been said or was mentioned before. When the speaker only provides relevant information, it means the maxim of relation is used, therefore keep your statements relevant to the conversation's subject.

**D. Maxim of Manner**

This maxim states that speakers should avoid obscurity and ambiguity while remaining concise and orderly. The participant's words are brief and well-organized. This maxim is related to the form of speech that being discussed. If they could say it in a similar manner, the speaker should not state something in a lengthy and drawn-out manner.

### 2.3.3 Types of Maxim Violation

Due to communication used in daily interactions, it is impossible for us to follow the term cooperative principle all the time. At some point, speakers will experience a situation where it is needed to put aside the principle in conversation.

#### a. Violation of Maxim Quantity

When someone is violating maxim of quantity, means that they are not giving enough information, the speaker tends to give the information less than enough to leave the hearer questioning the exact thing that is going on. This can also be conceived as the speaker is being so economical with the truth (Cutting, 2002). The speaker only gives the information that is needed and necessary. One of the utterances is as follows:

A : “Does your dog bite?”

B : “No.”

A : “(Bends down to stroke it and gets bitten) Ow! You said your dog doesn't bite!”

B : “That isn't my dog.” (Cutting, 2002)

On the conversation above, “B” as the speaker did not give enough information to the hearer related to the dog that was being talked about in the conversation. The hearer “A” assumed that the dog near the speaker is the speaker’s belonging. It was considered as the violation of maxim quantity because the statement of the speaker was not enough and led to a misunderstanding during the conversation.

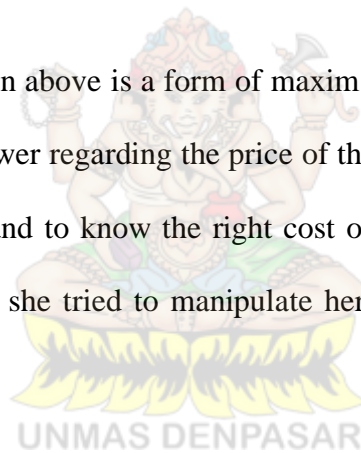
### **b. Violation of Maxim Quality**

When the speaker is violating maxim of quality, means that the speaker does not provide the right information. The speaker happens to be intentionally giving the hearer wrong information, it is happen because the speaker does not want the hearer to get the correct information, so the speaker is being insincere by lying (Cutting, 2002). Following is the utterance of maxim of quality:

Husband : “How much did that new dress cost, darling?”

Wife : “**Thirty-five pounds.**” (Cutting, 2002)

The conversation above is a form of maxim violation. The speaker did not provide the correct answer regarding the price of the dress. Contextually, the wife did not want her husband to know the right cost of her dress because it was too pricy. Because of that, she tried to manipulate her husband by giving irrelevant information.



### **c. Violation of Maxim Relevance**

The speaker can be considered violating the maxim of relevance when they are trying to change the subject of the conversation with the intention of distracting their speech partner (Cutting, 2002). It normally occurred at a situation where the speaker is uncomfortable about the topic of the conversation or hiding something related to the topic, to avoid the speakers getting involved any further into the topic of the conversation. One of the utterances is provided below:

Husband : “How much did that new dress cost, darling?”

Wife : **“I know, let’s go out tonight. Now, where would you like to go?.”** (Cutting, 2002)

In the conversation above, the speaker tried to distract the hearer and changes the topic by providing information that has no relation to the question asked by the hearer. The act is considered a violation of maxim relevance because the speaker tried to hide the truth and mislead her husband by avoiding the question and driving the conversation to another topic.

#### **d. Violation of Maxim Manner**

Lastly, the speaker is considered as violating maxim of manner if they provide all of the unnecessary information but none of it is related to the information that the hearer wants to know (Cutting, 2002). It is considered as giving too much information that has no relation to the question that is being asked. One of the utterances is shown below:

Husband : “How much did that ne dress cost, darling?”

Wife : **“A tiny fraction of my salary, though probably a bigger fraction of the salary of the woman that sold it to me.”** (Cutting, 2002).

In the conversation above, the speaker provides too much information and all of that did not seem to be related to the question, and the hearer’s question remains unanswered. The act was considered as violation of the maxim of manner because there was a tendency of the wife to hide the truth and instead of revealing the price of her dress, she was giving ambiguous information.

Those types of maxim violations are always supported by motives or reasons. There are some reasons behind maxims violation happened during conversation according to Khosravizadeh & Sadehvandi (2011), such as:

**a. Misleading the Counterparts**

As stated by Grice (1975), the aim of maxim violation is to mislead the hearer. The speaker is providing the wrong information, and telling something that is untrue with the assumption that the hearer will not recognize the difference.

**b. Saving Face**

Goffman (1967) stated that in certain circumstances during conversational activity, the speaker would avoid some of the facts or even topics in the conversation in order to protect the other's face. The speaker would try to use convoluted words, produce statements that contain ambiguity, and lie so that the speech partner will not be embarrassed or feeling uncomfortable.

**c. Communicating self-interest**

To communicate self-interest in this term, the speaker chooses to talk about their interest rather than talking about the topic of conversation. So they are violating the maxim in order to guide the conversation in the other direction.

**d. Protracting the Answer**

The next action that can be the reason of violating maxim is to protract the answer. According to Brown & Yule (1983), protracting the answer means giving too much information to the hearer, that it has a risk of making the hearer bored.

#### **e. Avoiding the Discussion**

Khosravizadeh and Sadehvandi (2011) stated that one of the reasons for maxim violation is to avoid the discussion. It happens when the topic of conversation is unpleasant so that the speech partner needs to violate maxim as an irrelevant response to the topic.

#### **f. Pleasing the Interlocutors**

The next reason for violating maxim is to please the interlocutors. The pleasing interlocutor is related to negative face-threatening acts. It is threatened when the individual does not avoid or intended to avoid the freedom of the interlocutor's action. This act portrays that the speaker is giving in to the listener's power.

### **2.3.4 Conversational Implicature**

Implicature can be defined as a notion that is indicated by the use of a sentence in a context even though it is not clearly expressed in the sentence (Mujiyono, 1996). According to Brown and Yule's definition in 1996, implicatures are anything that speakers may have in mind that differs from what is actually being expressed. According to the intended meaning, Grice (1975) differentiated implicature into two categories: conventional implicature and conversational implicature. Cooperative principles are present in conversational implicature, but not in conventional implicature. Herbert Paul Grice, a philosopher of linguistics, first used the word "conversational implicature" in 1975 to describe the implicit meaning that is communicated in conversation by the speakers and

comprehended by the listeners in accordance with the cooperative principle. Conversational implicature is related to the information that the participants of the conversation must know in order to understand what is discussed.

According to Yule (1996: 42), "conversational implicature" is an inference, or additional message, in which the listener is able to deduce the true meaning of what is being said by referring to the guidelines that govern effective conversation. Depending on the situation, a sentence in a conversation may or may not have more than one meaning. One must be aware of the conditions around the utterance in order to determine the meaning of the sentences. The speaker may purposefully violate a maxim due to generating conversational implicature. Grice suggested that listeners should pay attention to the speakers' meanings in order to interpret implicatures, this is also known as utterance meanings or speaker meanings. According to the context and the speaker's specific intentions, speaker meaning is the meaning that the speaker means to convey to the listeners (Birner, 2013).

As per Grice (1975), the speaker's actual intended meaning is referred to as an "implicature". There are two kinds of implicature in conversation, such as:

#### **A. Generalized Conversational Implicature**

Grice (1975), generalized conversational implicature occurs without regard to the context's particular feature. In other words, generalized conversational implicature does not require specific or specialized understanding



in order to be able to comprehend the meaning of the statements. For instance of generalized conversational implicature, such as:

When a man states, "*John is meeting a woman this evening*", He specifically says how he means what he would be saying, "The woman John is meeting this evening is not his mother, his sister or even his wife".

### **B. Particularized Conversational.**

Grice (1975) states that particularized conversational implicature rely upon the specific component viewed in the setting as ready to figure out the expressions. As per Yule (2006), in particularized conversational implicature inferences are necessary to determine the intended meaning, which implies that for the meaning of what is said to be relevant, a certain context is required. For instance, Lara's statement might not seem to be relevant at first appearance. Simply "yes" or "no" would be the appropriate responses. For example:

Carol: "Are you coming to the party tonight?"

Lara: "I've got an exam tomorrow." (Yule, 2006: 131)

In this case, Carol must rely on some presumption that Lara is absent from the party because in the evening she will spend her time with his parents due to make Lara's response has to be appropriate to the situation.

### 2.3.5 Context of Situation

An utterance is related to both the physical and the situational context at the same time. According to Hymes (1974), “The setting and scene, participants, ends, act sequence, key, instrumentalities, norms, and genre are all components of the situation's context and relevant factors for comprehending the communication's purpose.”

Hymes (1974) states that, “*Setting* refers to the time and place. Meanwhile, the scene is a psychological setting, such as the range of formality. Setting and scene are recognized by the where utterance takes place and the abstract physiological setting that surrounds the conversation or utterance. *Participants* include a speaker, hearer, and overhear. This factor involves the sender and receiver. End or purpose is the goal or outcome of the conversation. *Act sequence* includes the actual form and content of what is said. *Key* is the use of tone, manner, or spirit in which a particular message is conveyed. Key is also described as several nonverbal signals such as gesture or style dress, etc. This term refers to the way messages are conveyed, such as mocking, sarcastic, serious, and so on. *Instrumentalities* refer to channel forms of speech. *Norm* is divided into two types, there are norms of interaction and norms of interpretation. Norms refer to specific behavior and properties that attach to speaking such as loudness, silence, gaze return, and so on when speaking. Norms are related to the social structure or social relationship that will affect specific norms of interaction. *Genre* is the type of utterance, such as poems, proverbs, riddles, sermons, prayers, lectures, and so on.”