

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Language is needed and very important in human life. Humans as social beings certainly cannot live alone and definitely need other people in their lives. To be able to live with other people, humans certainly need language because without language we will not be able to communicate. While communication is very important for the survival of human life. When communicating, speakers and listeners usually pay more attention to whether the content of the speech that will be conveyed by the speaker to the listener is conveyed properly or not. When communicating, the speaker's speech usually contains a message to be conveyed to the listener. Then the listener will try to understand the meaning of the message and grasp the meaning contained in the speaker's speech.

So, in order for communication to take place well, the speaker must convey his message well and the listener must understand well the intent of the speaker. However, not infrequently the meaning of the speech conveyed by the speaker cannot be understood properly by the speech partner because the speaker does not convey the message clearly, ambiguously, or incoherently. Therefore, both the listener and the speaker must form a good relationship when communicating so that the meaning conveyed by the speaker can be understood well by the listener. And if so, the listener will not misunderstand the meaning or information contained in the speaker's speech. According to Faridah (2016), conversation is a reciprocal action. This means that participants must respond to whatever the interlocutor says while they are communicating. If participants give good reciprocal actions, it can make them understand each other's speech and their conversation will run well and smoothly.

In linguistics it is explained that good communication can be done by following the Cooperation Principle. According to Faridah (2016), cooperative is a guarantee of successful communication and the premise to produce every

conversation implication. So, in order for communication to take place well we must follow the cooperative principle. According to the philosopher of language, Paul H. Grice (1975), notes that people will have a successful conversation if they fulfill the Cooperative Principles which are elaborated in four sub-principles called maxims. The four maxims are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner (Firdaus, 2017).

In communicating, we should fulfil the maxim of quantity, maxim of quality, maxim of relation, and maxim of manner so that communication runs smoothly. In the maxim of quantity you must provide the necessary information so you must be as informative as required. In the maxim of quality you must make your contribution true, you must not convey what you believe is wrong or incorrect. The maxim of relevance means that you must be relevant, you as a speaker must convey something relevant and logical. The maxim of manner, to be clear in communicating you must avoid ambiguity and obscurity, and try to be brief and order.

For example, in the maxim of quantity if someone asks "what time is it?" Then to comply with the maxim quantity the interlocutor should provide the answers or information needed and in accordance with the question. Then the interlocutor should give an answer that contains the information needed, for example "it's 7 o'clock". For example, in the maxim of quality if someone asks "what is the capital city of Indonesia?" then to comply with the maxim quality the interlocutor should provide the true answers and the answer must be in accordance with the question. Then the interlocutor should give an answer "it's Jakarta". For example, in the maxim of relevance if someone asks "where is your mother?" then to comply with the maxim quality the interlocutor must provide appropriate, relevant, and logical answers, with the speech conveyed by the interlocutor. If your mother is in the kitchen at that time you must answer "my mother is in the kitchen" you cannot say "my mother is in the market". For example, in the maxim of manner a teacher asked his students "who didn't submit assignments this week?" To avoid ambiguity and obscurity, the student should immediately mention his/her name, "the one who did not collect the assignment was Aliya"

because if the student answered "the one who did not collect was one of your students" it would make the teacher confused because the answer was not clear.

In fact, in communication the four maxims are not always obeyed by the speech participants. When maxims are not followed or obeyed in a communication, then this is what is meant by flouting maxims. According to Latifatun Nuzulia (2020), the maxim 'is a pithy piece of widely-applicable advice' means that to get good and effective communication, speakers require to guide the maxim. In other words, to apply the cooperative principle, speakers must apply maxims in their speech. In a conversation, when the speaker does not obey the maxim rules and the listener tries to appreciate the implied meaning that is not directly indicated in the utterance, it can create a situation of not obeying the cooperative principle or called flouting of maxims.

The flouting of maxims occurs when the speaker does not obey the rules of the cooperative principle and the listener misunderstands what the speaker is saying. Also, listeners will think about meanings that are not expressed directly. High-context people can be impatient and irritated when receiving the information, they do not require, however, low-context people also become at a loss when they obtain insufficient information. So therefore, flouting of maxims can have a bad effect on listeners from both high and low context people. According to Marlisa & Hidayat (2020) to avoid flouting maxims, when communicating should provide sufficient information, avoid saying things that are not true, make relevant questions, make clear texts, and messages. Thus, listeners must find implicatures in utterances, that implicatures are implied, suggested, or intended meanings, which are explicitly stated in the utterances.

Pragmatics is a study that focuses on the meaning of utterances conveyed by speakers or writers and interpreted by the interlocutors or readers. We need to learn pragmatics so that when communicating we do not misinterpret the meaning conveyed by the other person. Besides being important, I think pragmatics is also very interesting and not difficult to learn. In linguistics there is a theory about cooperative principle by Grice, it is important to learn because if we do not follow it most likely communication will not work well. Therefore we must follow the Cooperative Principle which are elaborated in four sub-principles called maxims,

so that communication takes place well. If the maxim is not obeyed in communication then it will be called flouting maxim. The flouting maxim is also important because the flouting maxim is also often used to clarify something, such as when someone asks a question and the other person answers in detail and length so that the person asking the question can understand. Flouting maxim is also often used to change the topic of conversation, and to make the language used to be more polite. If we flouted the maxim, the listener may misinterpret the meaning of our utterance.

The film *Enola Holmes* tells the story of a girl who is only 16 years old and the girl realizes that her mother has mysteriously disappeared. After the death of her father and the departure of her older brother, Enola only lived and was raised by her mother, Eudoria Holmes. From her mother Enola got science and martial arts jujitsu. But right on her 16th birthday, Enola found her mother left her by leaving a code and a decoder as a clue to find her mother. Her mother's sudden departure made Enola's brothers, Sherlock and Mycroft, go home to see Enola. Sherlock is worried about his sister, he tries to find out where his mother is. However, Mycroft suggested sending Enola to a girls' school for education and learning to be a high-class woman.

Feeling the presence of her brothers will interfere with her search for her mother, Enola decides to run away from home and crack the code left by her own mother. Then she meets a young man named Tewkesbury. There their journey begins by uncovering a conspiracy that threatens history. In every incident and journey they are not realized, Enola's detective instincts immediately work extraordinary. So that he can beat his two brothers who are famous detectives. Enola goes on a journey to find her mother with a puzzle in the form of a word game that her mother left as a trail.

The first and fifth books in the *Enola Holmes* Mystery series were nominated for an Edgar Award in 2007 and 2010. *Enola Holmes* also received a 6.7/10 rating on IMDb, while the website Rotten Tomatoes gave it a rating of 92 percent with a total audience score of 81 percent. This film is very interesting to analyze, besides that there are still few people who analyze this film, so

researchers want to analyze this film. In this *Enola Holmes* movie, there are also many dialogues that show the flouting of maxims. The aim of the researcher in analyzing this film is to find out what types of maxims are flouted by main characters in *Enola Holmes* movie and what strategies are used to flout the maxim showed by main characters in *Enola Holmes* movie.

1.2. Statements of the Research Problems

Based on the background of the study, this research will discuss about:

1. What are types of maxims flouted by main characters in *Enola Holmes* movie?
2. What are strategies used to flout the maxim showed by main characters in *Enola Holmes* movie?

1.3. Objectives of the Study

Based on the research problem, the researcher has some objectives as follows:

1. To explain types of maxims are flouted by main characters in *Enola Holmes* movie.
2. To explain the strategies used of flouting maxims are showed by main characters in *Enola Holmes* movie.

1.4. Significance of the Study

Theoretically, this research is expected to contribute to linguistics students, especially in Pragmatics studies, and also to researchers. So that this research can help other Linguistics students to find new ideas to develop some research with the basic theory of flouting maxim. So that the researcher can present and add sufficient information about the related topic. This research is expected to contribute to the development of knowledge of the language community, especially for people who want to explore Linguistics science. Practically, this research is expected to be used as a reference by future

researchers of linguistics students especially in Pragmatics studies, and also to researchers.

1.5. Scope and Limitation of the Study

The scope of this research is about Pragmatics, this research was conducted to find out the Flouting of the maxim contained in the *Enola Holmes 1* movie. The limitation of this research is a conversation contained in the *Enola Holmes 1* movie, which contains Flouting of the maxim.