

CHAPTER I

INTRODUCTION

This chapter presents background of the study, research question, objectives of the study, significance of the study, and scope and limitation of the study.

1.1 Background of The Study

Human is a social being, it means that the human needs another human in their life, human needs to communicate with another human. In daily of life the human needs to communicate with another human to get information. Communication is an activity to share information, communication happens between two or more people to share information. Verbal communication is the communication that happens with spoken for example: conversation, meeting, interview, etc. then written communication, written communication is a communication that informs with written for example: chatting, mail, gmail, etc. In communication needs a language to use it, the language use to share the information to the receiver. Communication needs to talk with each other to build a good communication. By a contribution between two or more people it will get information easily and clearly. Contributions of communication between two or more people it called cooperative principle.

According to Grice (1975) 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. Based on the states of Grice, we know that each of the speakers have to contribute with each other. Because of that it does not mean that the speakers always make a contribution with the other, but the speaker makes contribution when it needs to contribute or to answer the question. For example the contribution between two speakers:

A: How are you?

B: I am fine thank you, and you?

A: I am fine too

Based on the example of conversation above, it means that the person will speak when a person ask them to speak or ask the question. The utterance of two speakers in the example above is informative. The answer of both of the speakers is corresponding with the maxim of quantity. Grice (1975) is formulated cooperative principle into four kinds of maxim they are: maxim of quantity, maxim of quality, maxim of relation, and maxim of manner.

Each utterance in conversation has the meaning. The meaning of utterance can be expressed directly, which is not ambiguity. In another way the utterance usually not conveys the meaning of the utterance and ambiguity, the utterance which is not conveys the meaning directly is called implicature. In pragmatic, implicature is the implied meaning of the utterance or written. Implicature is found in daily activities and every media, for example in newspaper, news, and the movie. Implicature has relation with cooperative principle. In Implicature it has the maxim which is flouted or violated.

Grice formulated implicature in two types of implicature they are conventional implicature and conversational implicature. Conventional implicature is the implied meaning which conducts in the utterance. Then, another type of implicature is conversational implicature. Conversational implicature has the meaning which conducts by the assumed of the speaker. In conversational implicature needs two or more people to contribute in the conversation. Conversation implicature will not happen when the listener does not responses the utterance of the speaker.

In this study, the researcher is focusing on the conversational implicature. The reason of the researcher is because conversational implicature is a branch of pragmatics which is usually found in daily of life. Conversational implicature needs two or more people to contribute it. The speaker says the utterance and then the listener will be assumed what the speaker said. According to Grice (1975), conversational implicature has two types. They are Generalized Conversational Implicature and Particularized Conversational Implicature. Generalized conversational implicature is the references or the meaning of the utterance which all of the people understand the meaning because it does not

need an explicit knowledge. There is an example of generalized conversational implicature:

A: *"Did you go to buy a cap and shorts yesterday?"*

B: ***"I bought a cap."***

The meaning of the conversation above is B only bought a cap yesterday. He does not answer that he bought a cap and shorts. It means that B only bought a cap and he did not buy shorts yesterday. Type of implicature in the utterance is generalized conversational implicature. The listener does not need a specific knowledge to understand the meaning of the utterance.

Then, another type of conversational implicature is particularized conversational implicature. Particularized conversational implicature is the utterance which is conducted in a specific context. In this case the listener needs a specific knowledge to understand the meaning. There is the example of particularized conversational implicature.

A: *"Watching football at patrol post tonight?"*

B: ***"I haven't doing the assignment yet."***

Based on the conversation above A has assumed that his friend in this conversation has another activity to do. The speaker "B" will do the assignment tonight. The utterance of B means that he cannot visit to watching football together in patrol post tonight. Type of the utterance in conversational implicature above is particularized conversational implicature. The listener needs a specific knowledge to understand the meaning of the utterance.

The researcher uses the movie as the source of data. Movie is a kind of entertainment that many people are interested in. Movie is a moving picture and it also has sound. Also the movie has a conversation that is good for linguistic research. The researcher chooses the movie entitled *"The Sun is also A Star"*. The genre of this movie is drama or romantic. The researcher chooses this movie as the source of data because there are many dialogues in this movie and also does not know the meaning of the utterance or the meaning is not shown by the speaker.

1.2 Research Questions

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

1. What are types of conversational implicature found in *The Sun is also a Star* movie?
2. What maxims are violated in conversational implicature in *The Sun is also a Star* movie?

1.3 Objectives of the Study

Based on the research question, the objective of the study is related. The objectives of the study are:

1. To explain the types of conversational implicature found in *The Sun is also a Star* movie.
2. To explain the violation of maxim in conversational implicature in *The Sun is also a Star* movie?

1.4 Significance of the Study

Theoretically, the researcher expected this study can be useful for the linguistic researchers to be reference in their research. The researcher hopes that the study helps the next linguistic researchers. And the researcher hopes the study can be used by the next linguist researcher to enrich their references about conversational implicature. Practically, the researcher expected to contribute to enrich the knowledge about implicature to the readers.

1.5 Scope and Limitation of the Study

This study focuses on pragmatic implicature. This study is focused to find types of conversational implicature and violated the maxim in conversational implicature in *The Sun is also a Star* movie. The limitation of the study is the utterances of eight the characters in *The Sun is also a Star* movie who produced implicature in their utterances.