

CHAPTER I

INTRODUCTION

This chapter presents the explanation of some parts of introduction. They are background of study, statements of research question, objectives of the study, significance of study, and scope and limitation of study.

1.1 Background of Study

Human is not an individual creature. He is a social creature. That is why, in order to live his life, he gathers with other humans. Group of humans or people is commonly called as society.

In society, people interact with other people by communicating each other. The definition of communication itself is an action about sending and delivering message(s) between a person and a person, a person and people, a person and a group, or even a group and a group. It is divided into two participants; speaker(s) and hearer(s). Conversation is the way that is employed by both the speaker(s) and the hearer(s) in order to sharing message(s). In conversation, surely, the participants need something as a bridge to make it success. The bridge is namely language.

Language is an important component in communication. Besides being the important component or the tool of communication, language is also used by people to express their feelings. Language also becomes a mark to differentiate human with another creature, because only human uses language as a bridge to communicate each other.

Talking about communication, it is almost done by every people in this universe. While communicating, each of them is willing to make an effective communication. The effective communication can be a tool to resolve intergroup conflict and social crisis. The primary goal of producing the effective communication is to maintain that all of us belong to the same moral community and we all reserved to justice.

The process of communication between the participants does not generally consist of series incoherent components of discourse or it would be regarded as pathological. In order to make the effectiveness of communication, the participants can formulate the general principle that will be anticipated to be observed. The formulation of the general principle can be as follows “make your conversational contribution such as is required, at the stage at which occurs, by the accepted purpose or direction of the talk of exchange in which you engaged” (Grice, 1975, p. 45). This formulation is commonly known as *Cooperative Principles*.

The cooperative principles are fleshed out into four types of maxims (rule of communication). They are *Maxim of Quantity*, *Maxim of Quality*, *Maxim of Relation*, and *Maxim of Manner*. These four maxims are naturally connected with the effectiveness of communication in order to provide an information exchange maximally.

By obeying the fourth observance maxims where they can reflect reasonability and serve mutual profitability, the participants of communication can prohibit the lack of knowledge about giving and receiving information.

In fact, there are some cases where the participants of communication do not observe the maxims. There are some cases in which it can happen. Some of them do not observe the maxims due to the willingness of the speaker to increase the hearer's attention, yet they have no intention to deceiving or misleading the hearer. Another factor is the speaker is likely to mislead the others for some self-serving purpose. The other is caused by the legal or ethical reason. And also it happens when the participant has an imperfect knowledge of a certain language.

Sometimes, some participants think if the observance of maxims for each individual is not truly important. In the contrary, reality shows that the non-observance maxims will make confusion and incapability to understand the purpose of the communication. Furthermore, the non-observance maxims also effect to the effectiveness of communication. The communication will run into chaos, miss the necessary information, be showing to lies, and lack of relevance.

Since this study talk about language and communication, it certainly deals with Pragmatics as a branch of Linguistics. Pragmatics is a study of meaning, especially a speaker or writer meaning. According to Yule (1996), Pragmatics is a study of the speaker meaning; the study of contextual meaning; the study of how get more communicated that is said; and the study of the expression of relative distance.

The writer of this study is interesting to conduct an analysis of maxims toward a talk show program in South Korea. As we commonly know, since the booming of Korean Pop-Culture or generally known as *Hallyu Wave*, the

teenagers and adults in Indonesia are beginning to like everything about Korea, one of them is the talk show program.

Due to the amount of talk show program in Korea are many, then the writer only focuses on one talk show program in MBC Every1 Channel (one of the famous channel in Korea). The title of the talk show program is *Radio Star Episode 506: I'm So Sorry but I Love You BIGBANG*. BIGBANG is a boyband in Korea consists of five male members. They are Kwon Ji Young (a.k.a. G-Dragon as leader and rapper), Choi Seung Hyun (a.k.a TOP as rapper), Dong Youngbae (a.k.a Taeyang as singer), Kang Daesung (a.k.a Daesung as singer), and Lee Seung Hyun (a.k.a Seung Ri as singer). BIGBANG has been debuted since August 19th 2006 under one of the biggest entertainment label, YG Entertainment.

This episode became the special episode in 2016 because the guest, BIGBANG, for the first time came to the show in complete member. Also, BIGBANG was just launching their new full album. Moreover, this show was aired in Christmas as well.

In this *Radio Star* talk show program, there is English subtitle which make the analysis easier to be done. This study focuses on the utterances of the hosts and the guests in the program as the data of research.

Here is a single conversation between Kim Gook Jin and G-Dragon on 00 : 02 : 59,694 - 00:03:21,934:

Kim Gook Jin : ... Did you say you were afraid to come on as a group but your CEO deceived you?
G-Dragon : I think it was Hyun Suk's plan. We had gathered to celebrate the release of our new album, and he suggested that we go on Radio Star together. He said that if he came on with us, he'd protect us from Gu Ra.

Related to the single conversation above, Kim Gook Jin's utterance is a kind of question where the answer must be "yes or no". However, on the sequence conversation, G-Dragon does not answer yes or no, he states differently than the rule. This is important to be analyzed because according to Grice (1975) there was a rule in communication where it should be obeyed in order to make it runs coherently. Then, if the participants do not obey, does the conversation run coherently? This big question is interested to be analyzed.

1.2 Statements of Research Problem

The research questions are formulated as below:

1. What kinds of observance of maxims are found in *Radio Star Episode 506: I'm So Sorry but I Love You BIGBANG* talk show program?
2. What kinds of non-observance of maxims are found in *Radio Star Episode 506: I'm So Sorry but I Love You BIGBANG* talk show program?

1.3 Objectives of Studies

Based on the research problems, the objectives of this study are to explore:

1. Kinds of observance of maxims found in *Radio Star Episode 506: I'm So Sorry but I Love You BIGBANG* talk show program.
2. Kinds of non-observance of maxims found in *Radio Star Episode 506: I'm So Sorry but I Love You BIGBANG* talk show program.

1.4 Significance of the Study

There are two significance of this study, the first is theoretically and the second is practically.

For theoretical purpose, it is important to learn maxims as a material in Pragmatics. Maxims which is also a part of cooperative principle is very applicable in real life. Thus, this study hopefully can give any additional information about maxim for the readers especially for the students of English Department.

For the second significant of the study, that is the practical purpose. Communication is done by every single person in this world. That is why, this study is important to be learned and the result of this study expectantly can be applied in real life.

1.5 Scope and Limitation of the Study

This study discussed about the maxims which is a study of Linguistics, especially it is examined in Pragmatics major. Moreover, to make this study more specific, the writer of this study limits the discussion only on a Korean talk show program which is known as *Radio Star*. Due to the amount of the episodes of *Radio Star* are many, then, to make it more focus the writer of this research only take one special episode of *Radio Star* talk show program, that is *Radio Star Episode 506: I'm So Sorry but I Love You BIGBANG*.