

CHAPTER I

INTRODUCTION

This chapter discusses five subchapters. They are background of the study, research question, objectives of the study, significance of the study, scope and limitation of the study.

1.1 Background of Study

Communication is one of the important parts in our daily lives. As a human, we always interaction with family, friends, society, and others. A means that is used to communicate is language. We can communicate with people using languages to deliver information, the purposes, the messages, and the ideas. According to Dwiwiyanto et al., (2021), communication can establish the relationship between individuals and other groups because communication plays important role in human life.

Nowadays, having good communication is also important because it develops the skills that are useful for someone. They can speak in front of public, build a career, and be able to face a certain situation. The relation the speaker and the hearer in communication should be cooperative. The cooperation of making a good conversation between the speaker and listener is well known as Cooperative Principle (Yule, 1996). That principle should be applied in order to make a good communication. 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 (Grice, 1975). According to Sinaga and Handayani (2020), the intended contribution of cooperative principle is to give enough information to interlocutor which are coherent, clear, true, and relevant information. Furthermore, Grice (1975) stated that there are four types of maxims. They are maxim of quality, quantity, relation, and manner.

The first maxim is maxim of quality in which the speakers are expected to say anything based on the truth. Second, maxim of quantity in which the speaker is expected to give information as informative as required. Third, maxim of

relation in which the speaker is expected to say something relevant with the context of what they are talking about. The last one is maxim of manner in which the speaker is expected to say something clearly avoid the ambiguity. Here, the example of cooperative principles:

A: What are you doing?
 B: Reading a book
 A: What time is it now?
 B: Three o'clock

Based on the dialogue above, the conversation is clear because the speaker gives information as informative as required and there is no misunderstanding between the speaker A and speaker B in their utterances. The communication runs well. It shows that the speaker and the hearer observing the maxims and follow the role of cooperative principles.

Sometimes, people do not always say something directly when they are communicating. An utterance can mean more than what is said, sometimes even the opposite of it (Musdalifa et al., 2022). However, the speaker chooses to say something indirectly because of any reason and the speaker wants the hearer to guess about the speaker's intended meaning. Meaning by utterance occurs when the speaker will apply the implicature (Hurford, 2007). Based on that situation, it can be said that implicature was applied in the conversation. An addition conveyed meaning called an implicature (Yule, 1996). Here, the example of implicature:

A: Will you go to cinema with me?
 B: I'm sleepy.

Based on the dialogue above, the speaker B should simply answer 'yes' or 'no' to answer the question by the speaker A in order to make relevant, but the speaker B chooses to say "I'm sleepy" in which the implied meaning is that the speaker B does not want to go cinema. It means that the speaker B responses the irrelevant answer and automatically flouted the maxims.

In Pragmatics, implicature is a concept which the utterance meaning disparate with sentence meaning. Implicature was firstly introduced by Grice

(1975). According to Yule (1996) implicature is divided into three types. They are conversational implicature, conventional implicature, and scalar implicature. Moreover, conversational implicature also divided into two types. They are generalized conversational implicature and particularized conversational implicature.

Importantly, subjects in conversation should obey several maxims to build a successful conversation and avoid misunderstanding (Ismi et al., 2021). In daily conversations, if there is a speaker who implicates something in the utterance and be able to cause a misunderstanding or contain ambiguity for the hearer, it can be concluded that the speaker is flouting the maxims. According to Grice (1975), the flouting maxims divided into four kinds which are flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation, and flouting maxim of manner. The flouting maxims happened because the speaker does not follow the role of cooperative principle without intention to mislead the hearer.

According to Safitri and Nur (2022), when the speaker fails in fulfilling the cooperative principle and it categorizes as non-observing the maxims. There are five kinds of non-observing the maxims. They are violating maxim, flouting maxim, infringing maxim, suspending maxim, and opting out. But this study only focuses on flouting maxim. Moreover, the speaker flouts the maxim in the utterance because of some reasons such as create funniness, humor, keep a secret, and respecting the hearer. According to Purba and Ayomi (2022), the role of cooperative principle is needed when there is communication phenomena that will experience a chaos because of misunderstanding. Cooperative principle is not only found in daily life but also can be found in media such as movie, talk show, and podcast. In addition, movie can represent the phenomena of flouting maxims and implicature well like in the real life.

According to Anggraeni et al., (2019), movie is one of literature forms that is recorded as video and contains of story, history, culture, incidents, science, play, etc. that shown in cinema, television, theater, and other broadcast media which the main purpose is to entertain the viewers. Moreover, the movie that the writer

chooses to be analyzed in this study is “The Menu” movie. “The Menu” is one of the American comedy horror movies released at the Toronto International Film Festival on September 10, 2022. Meanwhile in Indonesia released on November 18, 2022. This movie produced by Adam McKay, Betsy Koch, and Will Ferrel. This movie is directed by Mark Mylod. Starring by Ralph Fiennes, Anya Taylor-Joy, Nicholas Hoult, Hong Chau, Janet McTeer, Reed Birney, Judith Light, John Leguizamo. The movie tells about a couple namely Margot and Tyler who are travel with other 12 dinner guests. They visit an island in the Pacific Northwest to eat in the exclusive restaurant. Here, there is a chef namely Julian Slowik who serves some menu which fancy with shocking surprises.

The writer uses “The Menu” movie because the movie earned the nomination as the most popular horror movie of 2023. This movie reaches over \$79.6 million box office that make the movie become popular. The movie also helps the writer especially in analyzing the utterances that containing flouting maxim and implicature. The writer chooses to analyze flouting maxims because cooperative principle is needed for humans in the society. This study helps the writer in order to give benefit for the readers. When the readers flout the maxims, they must understand the purposes and the implied meaning in the utterances. Moreover, the readers can be more aware and be cooperative in their daily conversations in order to make a good communication by understanding the study by the writer.

1.2 Research Question

Based on the background of the study above, it is formulated the following research questions.

1. What are the types of flouting maxims found in “The Menu” movie?
2. What are the implied meaning of flouting maxims found in “The Menu” movie?

1.3 Objectives of the Study

Based on the problem of the study, the objectives of the study are:

1. To explain the types of flouting maxims in “The Menu” movie.
2. To explain the implied meaning of flouting maxims found in “The Menu” movie.

1.4 Significance of the Study

1.4.1 Theoretical Significance

This study can be used as the additional reference for the readers who interested in the similar study. This study also can give more information for the readers who want to analyze about the types of flouting maxims using the theory by Grice (1975) and the types of implicature using the theory by Yule (1996).

1.4.2 Practical Significance

The writer expects that this study will be useful for the readers especially for the students when they are using English language in conversation. By reading this study, the writer helps to give contribution for the readers in order to be aware and be cooperative in conversation actually when they find phenomena of flouting maxims and implicature which occur in real life.

1.5 Scope and Limitation of the Study

The scope of this study is Pragmatics which focuses on flouting maxims and implied meanings (implicature). The study will use the utterances of all characters in conversation from “The Menu” movie which contain flouting maxims and implicatures. Moreover, the limitation of this study is flouting maxims that will be examined using theory of cooperative principle proposed by Grice (1975). Meanwhile the implied meaning will be examined using theory of implicature proposed by Yule (1996).