

CHAPTER I

INTRODUCTION

This chapter provided what is the background of this study, the research question, the reason, the objective of the study, the significance of the study, and the scope and limitations

1.1 Background of the Study

Language is one of the most important tools of communication in human life. Through language, humans can convey their thoughts, feelings, and ideas to others. However, language is not merely a collection of words and sentences arranged grammatically; it also carries deeper meanings, often influenced by context, situation, and the purpose of communication. As explained by Wahyudiantari (2024), language is a dynamic and contextual tool, where meaning is not only determined by linguistic structure but also by external factors such as situation, culture, and the social relationship between the speaker and the listener. Furthermore, Cummings (2014) emphasizes that language is always used in a specific context, and the meaning produced heavily depends on how the speaker and listener adapt to that context. In linguistic studies, the branch of science that examines the meaning of language in the context of its use is called pragmatics. Pragmatics focuses on how speakers and listeners understand the meaning behind spoken words, including implicatures, conversational principles, and the social context underlying communication.

In the field of pragmatics, Grice (1975) posited a theoretical framework known as the Cooperative Principle. This principle states that conversational exchanges are cooperative endeavors based on a shared objective. To realize this principle, Grice formulated four conversational maxims that serve as guidelines for participants: the maxim of Quantity, Quality, Relevance, and Manner. Adherence to these maxims is assumed to result in effective communication.

However, a speaker can intentionally violate one or more of these maxims in a phenomenon known as flouting the maxims. This act is not an indication of communication failure but is rather a pragmatic strategy to generate an implicit

meaning, or a conversational implicature. To illustrate, if a speaker, when asked about the taste of a dish, replies with the sentence, “I like all food that isn’t too salty,” they have clearly flouted the maxims of quantity and relevance. This violation prompts the listener to draw the inference that the dish is excessively salty. Thus, flouting the maxims functions as a mechanism through which a speaker, while still adhering to the overarching Cooperative Principle, can convey a message that goes beyond the literal meaning of what is said.

This research is interesting because it attempts to apply pragmatic theory, particularly Grice’s Maxims, to analyze dialogues between eight main character. This novel was chosen because the dialogues between its characters are rich with implied meanings, reflecting the psychological and moral conflicts experienced by the main characters, Through this analysis, we can see how the violation of the principles of conversation is used to describe how chaotic and immoral the main characters .

This internal conflict is represented through the character’s tendency toward non-cooperative communication patterns, as evidenced in the dialogue: “I can’t keep steady, Utterson. It’s not what you think.” Pragmatically, this utterance constitutes a flouting of the Maxim of Quantity. According to Grice (1975), this maxim stipulates that a speaker should be as informative as is required for the current purposes of the exchange. However, the character explicitly flouts this use understatement strategy by refusing to provide the core information and offering only an uninformative rebuttal. This deliberate act of flouting serves to generate an implicature or implied meaning suggesting that the truth is too complex, dangerous, or forbidden to be revealed. Consequently, The character confusion is not merely a result of insufficient information but is a deliberately crafted effect designed to build narrative tension and evoke the character's profound internal conflict. This flouting directly reflects Dr. Jekyll's internal struggle as he endeavors to conceal the dark secret of main character existence.

Pragmatic analysis of literary texts can reveal the social and psychological dimensions underlying character interactions. In the context of Dr. Jekyll and Mr. Hyde, this analysis will demonstrate how maxim violations not only serve as

narrative tools but also reflect the moral and psychological tensions experienced by the characters. Maxim flouting are often used in literary texts to depict characters' internal conflicts or social tensions. Meanwhile, Archer and Grundy (2011) that pragmatic analysis of literary texts can reveal how language is used to build character identities and create dynamics in relationships between characters. Thus, this research not only enriches our understanding of Dr. Jekyll and Mr. Hyde but also contributes to the field of linguistic pragmatics by demonstrating how these theories can be applied in the analysis of literary texts.

By combining pragmatic approaches and literary analysis, this research is expected to provide new insights into how conversational principles operate in narrative contexts and to uncover the flouting maxim and rhetorical strategies to flout Maxim in Stevenson works. Furthermore, this research can also serve as a reference for other researchers interested in combining linguistic and literary studies in analyzing other narrative texts.

1.2 Research Question

1. What types of flouting maxims can be identified in the dialogue between main characters?
2. What rhetorical strategies are found in the flouting maxims in the main character's dialogue?

1.3 Objectives of the study

1. To identify and classify instances of adherence to the Grice Maxims within the characters' dialogues in *The strange case dr Jekyll and Mr hyde* by Robert Louis Stevenson. The main aim find out the type Flouting Maxim occurred in dialogue between character.
2. To analyze the rhetorical strategies of maxim flouting employed by the characters after found out the type Flouting Maxim occurred in dialogue the main goal writer is analyzing rhetorical devices strategy flouting maxim.

1.4 Significance of the study

Theoretically, this research contributes significantly to the field of literary pragmatics by bridging the gap between linguistic theory and the analysis of classic literary works. The study enriches pragmatic research by demonstrating how the duality of human nature and psychological conflict are linguistically manifested through the phenomenon of flouting maxims. Furthermore, it provides an analytical framework for examining how meaning is cooperatively constructed in dialogue, while deepening the understanding of how Grundy's rhetorical strategies such as metaphor and irony are employed to convey implicit meanings within a narrative context.

Practically, this study serves as a bridge for students of linguistics and literature to enhance their analytical skills in identifying and interpreting non-literal meanings in texts. For future researchers, it acts as a foundational reference for integrating linguistic and literary studies or for investigating how social norms influence communication strategies across different eras. Finally, for general readers, this research helps enhance the reading experience by providing a clearer understanding of how evasive or vague language reflects the profound psychological depth of characters struggling to navigate their dual existence.

1.5 Scope and limitation of the study

This research focuses narrowly on the analysis of Grice's Maxims, especially the phenomenon of maxim violations using Grice's (1975) cooperative principle theory, in dialogues besides maxim violations this research also focuses on rhetorical strategies stated by Grundy (2020), this strategy rhetoric is used to violate maxims in the novel *The Strange Case of Dr. Jekyll and Mr. Hyde* by Robert Louis Stevenson. This research will specifically examine how the characters in the novel deliberately violate the conversational maxims of Quantity, Quality, Relevance, and Manner to convey implied meanings, create dramatic effects, or reflect psychological and moral conflicts. The analysis will focus on identifying and categorizing examples of maxim violations in the characters' dialogues, as well as interpreting the implications underlying these violations.