

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, the research question, and the objective study. The other parts are the significance study, and the scope and limitation of the study.

1.1 Background of The Study

Language is a tool that humans use to interact in social life with other humans using signs, such as words or gestures. Therefore, in social life, language is a very important tools or components for building a good communication. In contrast, Communication is used by people to interact with each other and it can be functioned as a tool to convey a message, or to share information (Sidabutar, 2022). To achieve effective communication, the speaker and listener need to understand and cooperatively between each other for the message of what is being discussed so that in an exchange information can be conveyed successfully.

If in communication we use the rules of cooperative principles, then the information we convey will not result in misunderstandings between the speaker and the listener. According Paltridge (2006) by following the cooperative principle, it will avoid some misunderstanding of the communication, it is because, cooperative principle consists of some conversational maxims which are used to cooperate and share understanding of the participant in the conversation. So the existence of understanding cooperative principles can assist in communication activities by exchanging information in daily life.

According to Grice (1975), Cooperative principles are categories into four types, they are maxim of quantity, maxim of quality, maxim of relation, and the maxim of manner. An example of a cooperative principle phenomenon can be found in any aspect. It can be found in conversation activities as a form of cooperative principles application for example in daily life, online media, movie, social media, and television. Here is an example of using maxim in the conversation.

Rus : “ So where do you want to go?”
 Kinar : “ I’m going to my aunt’s house.”

The conversation above is a conversation with maxim of quantity because from the Kinar’s answer show with the information as needed. Based on the Rus’s question “So where do you want to go?” and Kinar answer with “I’m going to my aunt’s house.”, so this statement showed the information as needed by Rus’s question and the place Kinar where to go.

However, if we do not use the provision of communication based on the types of cooperative principles, then it is said to be a violation of maxims. Grice (1975) states that there are four actions towards the cooperative principle, which are to observe the maxim means to follow the maxim, and to violate a maxim means not observing a maxim to mislead the interlocutor. Here is an example of violation maxims in the conversation.

Rus : “ Do you want to do an internship here”
 Kinar : “Why do you always want to know everything? please do not bother me”

The conversation above is a conversation with the violation in maxim of relation because, from Rus’s question, she asks about what the Kinar’s goals and Kinar does not give the answer based on the question. Then, it is called a violation of maxim of relation because it does not give a relevant answer.

That is the importance of using cooperative principles in a conversation and also avoiding violations of maxims so that the information we will convey is acceptable and does not cause misunderstanding. A message that you want to convey to the person you are talking to can be received well if a cooperative relationship is established that creates effective communication. After seeing the phenomenon of the use of cooperative principles contained in simple conversations, then the researcher chose a movie as source of data used to analyze in the cooperative principles aspect.

The researcher chooses *Missing* Movie as the research subject. *Missing* Movie is a 2023 thriller movie written and directed by Will Merrick and Nick Johnson. The story tells about a young woman who tries to find her mother missing and she tries to find her from home using tools available to her online. From this movie can see how any character interacts with another character. How many types of maxims are used or violation of maxims there is a later analysis providing understanding between the researcher and the readers.

The reason why the researcher chose cooperative principles is because conversation is the thing we are common in our lives, therefore the researcher can analyze an appropriate conversation and properly correct information between the speaker and the listener. Moreover, the reason why the researcher chose *Missing* movie as source of data because in this *Missing* movie there is an effective conversation done between the character, but in addition there is also the conversation still broke the effective communication by the characters so this movie is good to use as an analysis in the focus of analysis types of maxim violation and and to explain how the contextual effect influence maxim of violation in *Missing* movie.

This research is conducted based on the references of research from a previous studies that did not analyze cooperative principles in the *Missing* movie. The same topic in the previous study is a reference from this research. However, there are updates in analyzing the types of maxim violation and and to explain how the contextual effect influence maxim of violation with different sources of data in previous studies. The contribution of this research to give understanding for the readers about the importance of using the rule cooperative principle to built effective communication with other people to avoiding violation or misunderstanding.

1.2 Research Questions

Based on the above background of the study, the researcher can formulate the research question of this research as follows:

- 1) What are the types of maxim violation used in *Missing* Movie?

- 2) How does context help the relevance of maxim violation in *Missing* movie

1.3 The Objective of the Study

The objective of this research is based on the character conversation that occurs in “Missing” Movie

- 1) To find out and explain the types of maxim violation used in *Missing* Movie.
- 2) To explain how context help the relevance theory of maxim violation in *Missing* movie

1.4 The Significance of the Study

1.4.1 Theoretical

This research will provide an understanding of the Pragmatics study, especially in the aspect of Cooperative principles of using maxims and avoiding maxim violation. The reader may use the theory of cooperative principles in conversation activities to obtain clear information as the application in daily life.

1.4.2 Practical

This research can be a reference to the next researcher who takes the same topic about Cooperative Principles, especially for students of the English Study Program at the University of Trunojoyo Madura. The researcher can use this research as a comparison or gap study with the next new research.

1.5 Scope and Limitation of the Study

The scope of this research focuses on the Pragmatics study, especially in Cooperative Principles. The researcher focus on the types of maxim violation using the theory of Grice (1989) and Relevance theory using theory by Sperber and Wilson (1995). Moreover, the limitation of this research analyze the utterances by 7 characters in “*Missing*” movie, there are June, Grace, James, Heather, Javi, Agent park, Jim w.