

CHAPTER I

INTRODUCTION

This chapter comprises the background of the study, the objectives, the significance, and the scope and limitations of the study. This chapter will be the basic foundation in conducting this research.

1.1 Background of the Study

Language as a means of communication is an inseparable part of everyday life. Language is the use of sound; or can be in the form of signs or symbols written in a traditional and systematic way for the purpose of self-expression or verbal exchange (Bodla, 2018). Similar to language, communication has also an important role in life. By communicating we can get connected with each other. People can communicate both spoken and written. Conventionally, language is a tool for communicating or interacting in the sense of expressing concepts, ideas, feelings, and thoughts (Rabiah, 2018). In this case, we underline information as the main purpose of communicating.

As we know, people communicate to each other to convey information or to ask information. Communication fluently is everyone's hope. To achieve that goal, in pragmatics there is a set of principle in a conversation called the *Cooperative principle*. It says “Make your conversational contribution such as necessary, at which stage occurs by the accepted purpose or direction of talk exchange in which you are engaged” (Grice, 1975).

Cooperative principle aims to create conversation fluent between two or more people. By adhering to the cooperative principle, communication will run smoothly and minimize misunderstandings. In the cooperative principle there is a set of principles known as maxims. There are four maxims of cooperative principle, i.e, maxim of quality, maxim of quantity, maxim of manner, and maxim of relevance/relevant. Sometimes, people can obey maxims and one can fail to observe the maxim. Grice (1989) states that a contributor in a conversation may disregard a

maxim in various ways as stated: (1) He may quietly violate a maxim; if so, in some cases he will be liable to mislead. (2) He may opt out from the action both of the maxim and of the Cooperative Principle; he may say, indicate or allow it to become plain that he is unwilling to co-operate in the way the maxim requires. He may say, for example, I cannot say more; my lips are sealed. (3) He may be faced by a clash; For example he may be unable in fulfilling the first maxim quantity without violating the second maxim of quality. (4) He may flout a maxim; that is, he may blatantly fail to fulfil it. In this study, the researcher focuses in maxim flouting. The maxim flouting commonly occurs because the speaker, for example, want to provide additional information, giving a statement with non-literal meaning or etc. The speakers who perform maxim flouting in a conversation appear to be uncooperative, but in fact sometimes they do cooperate and cover the exact meaning of their utterances to maintain the relationship. In accordance with the kinds of maxim, maxim flouting then could be divided into four kinds or categories which are flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation/relevance, and flouting maxim of manner (Grice, 1975).

Maxims occur in a conversation. Conversations can take place in the virtual world as well as in the real world. In cyberspace, conversations can occur through text or audio-visual communication through various social media such as Facebook, Instagram, WhatsApp and etc. One form of media that contains conversations that resemble real life is a movie. In the movies, conversations between characters occur like communication in daily life. Therefore, flouting the maxim phenomenon can occur in conversations between characters in a movie. From there, the object to be analyzed in this study is a movie entitled *Dr. Strange Multiverse of Madness*. This movie is a science fiction movie released in 2022. This movie is popular in all circles and raises one of the marvel characters. According to the Box Office, *Dr. Strange Multiverse of Madness* movie earned a total of \$955.8 million for a worldwide and is the fourth-highest-grossing film of 2022. *Dr. Strange Multiverse of Madness* movie tells about the struggle of Dr. Strange and a young girl called America to escape from the pursuit of Scarlett witch named Wanda because she wants to fulfill her goal by absorbing America's power that can pass through the

gates of the multiuniverse. This movie is very interesting to analyze because it is a very popular film among children and adults. In addition, there is also maxim flouting phenomenon in this movie. With the selection of this movie, it is hoped that readers will be interested in understanding this study in terms of the cooperative principle, maxim flouting, and its reason.

Therefore, this study aims to identify types of maxim flouting that included on conversation among the characters in *Dr Strange Multiverse of Madness* movie and reveal its reason.

1.2 Research Questions

Based on the background of study above the research problems are:

1. What are the types of maxim flouted in *Dr. Strange Multiverse of Madness* Movie?
2. Why do the characters in *Dr. Strange Multiverse of Madness* flout the maxims?

1.3 Objectives of the Study

Based on the research question, the objectives of the study are:

1. To identify types of maxim flouting in *Dr. Strange Multiverse of Madness* Movie.
2. To explain the reason for the characters in *Dr. Strange Multiverse of Madness* Movie flout the maxims.

1.4 Significance of the Study

The significance of the research can be seen as follow :

1. Theoretically

The results of this study are expected to contribute to the study of pragmatics in terms of increasing understanding of the use of cooperative principles, maxim flouting and the reason.

2. Practically

The results of this study are expected to be a provision for readers in the phenomenon of maxim flouting in real life, in order to reduce misunderstandings in communication.

1.5 Scope and Limitation of the Study

The scope of this study is pragmatic studies which focuses on analyzing flouting on Grice's maxim in *Dr. Strange Multiverse of Madness* Movie and finding its reason. Grice (1975) theory of cooperative principle and Leech (2014) theory about illocutionary function are applied in this research. The limitation of this research is the researcher examines the utterances of the character in *Dr. Strange Multiverse of Madness* Movie.