

CHAPTER I INTRODUCTION

This chapter presents some subchapters. There are background of the study, statement of the problems, objectives of the study, significances of the study, scopes and limitations of the study and definition of term. All of subchapters are explained because they describe this analysis.

1.1 Background of The Study

Language is a means of communication between one person and another. As social creatures, people cannot live without interacting with others. Communication is very important for people to interact with other, the imparting, conveying, exchanging ideas, and provide information, such as with friends, family, and partners in the work.

In communication, the speaker and the listener must understand each other and understand the topics covered. Sometimes the speakers bring the topics are too broad, they did not immediately say what they want to say. They look as if signaling something in their utterances. It is very important to understand their implied meaning in order to make a success conversation.

According to Grice (1975), making good conversation is when the speaker says something clearly, so the hearer can get what the speaker said. The speaker needs set of the rules. There are four rules to be implemented. They are maxims of quality, emphasized in the conversation for us to be true, here we are required to tell the truth, maxim of quantity means that people must not say too much or too little,

maxim of relation means the speaker should be relevant to the topic, and maxim of manner means the speaker must not make any ambiguous.

In daily conversations, many people ignore the rules of the maxim. They often tell lies, give too much or little information or sometime become ambiguous and give irrelevant information. These are called flouting maxims.

When people have followed the maxims, their conversation was successful. A success conversation is not enough, sometimes in a conversation people need humor to make the conversation itself not be boring and more interesting. To create a short humor between the speaker and the listener not only happen in real life but also in a script. That could happen in a story, for example, animated picture, articles (on magazine, newspaper or internet), novels, short stories, TV programs and movie. Flouting maxims can be one of strategy to create funniness. But it could be followed by flouting maxims or not, depend on the writers. They often deliberate it in order to create a humor. That is why the writer chooses this topic in order to analyze how the floating maxims create the funniness.

The writer analyzes the flouting maxims in the movie entitled "*Despicable Me 2*". This movie is one of the American animated cartoon released in 2013 by Universal Pictures. The script writers are Cinco Paul and Ken Daurio. In the era of globalization, animated cartoon is great demand by all ages, either by children or adults. One of the factors is because the story present funny and educational story. There are many movies but the writer chooses animated cartoon movie "*Despicable Me 2*" as the source of data because the story is interesting and funny so that creating

laughter for the audiences. *Despicable Me 2* was box office movie so that it has many nominated awards, especially in the category of best animated film and best soundtrack. *Despicable Me 2* also won awards from Annie award, British Academy Children's Awards, etc.

Despicable Me 2 tells the story of a man named Gru recruited by Lusy and Silas to investigate a case of theft of the secret formula in a secret laboratory. Gru and Lusy disguised as a cake shop owner in paradise mall. He was suspicious of the owner of the restaurant named Eduardo. Gru is sure that Eduardo is his old friend named El Macho which is a criminal. Then at a party at the home of Eduardo, Gru accidentally discovered a secret laboratory. Thus, that is during this revealing who stole the formula is Eduardo aka El Macho. And with all the effort, eventually Gru and his friends save the world and disassemble the case.

An example of flouting the maxim in this movie is When Margo and Agnes sat in the living room. Margo is playing a laptop, seems she was enrolled Gru to date on a website. When they wanted to fill Gru's profile, but they difficult to choose Gru's photos to be installed. Then Gru came, "Good morning, girls! I have an announcement to the make". But Margo ask him "Hey, what celebrity do you look like?" And Agnes said "Humty Dumty!!". Humty dumty is not a person or a celebrity but it is a live egg in the movie *puss in boots*. This conversation shows that how a child who is still plain to differentiate between a human and a character in the movie that was made as alive. But this makes this scene invites laughter. It would be very interesting if the topic is Analyzed using the theory flouting maxim. The readers can

know what the implied meaning of utterances that include flouting maxims in the movie.

1.2 Statement of Research Problems

In the line with the background of the study above, the writer answers two research questions:

1. What are the types of flouting maxims to found in the movie “Despicable Me 2”?
2. What are the implied meanings of utterances that include flouting maxims in the movie “Despicable Me 2”?

1.3 Objective of The Study

In the line the research problem, the writer has some objectives as follows:

1. To find what types are the flouting maxims in the movie “Despicable Me 2”.
2. To explain the implied meaning of utterances that includes flouting maxims in the movie “Despicable Me 2”.

1.4 Significance of The Study

The writer hopes this study has the significance for anyone who reads it.

1. Theoretical Significance

This research can be used as an additional reference for the next researcher, especially those who are interested in the study of structure/grammar of flouted maxims.

2. Practical Significance

- a. By reading this study, the readers get a better understanding about maxims and also get more explanation about that.
- b. The readers know and understand the implied meaning of the flouting maxims in the movie Despicable Me 2.
- c. The students get knowledge and get explanation about flouting maxims.
- d. This study helps the next researcher to understand flouting maxims in conversations.

1.5 Scope and Limitation

a. Scope

The scope of this study is pragmatic that focuses on flouting maxims.

b. Limitation

This study is limited of flouted maxim found on the utterances in “Despicable Me 2” movie that create funniness. The writer analyzes the flouting maxims and the implied meaning utterances in the movie.