

CHAPTER I

INTRODUCTION

In this chapter, the researcher presents some important aspects of the research. Those aspects are the background of the research, questions and scopes of the research, objective and significance of the research, operational definition, and systematization of the research.

A. Background of the Research

Human languages are ruled or studied in a science called linguistics. This study pore over the nature and structure of language, the process of humans acquiring language and knowledge of language, the cognitive process when a person speaks, then the influence of language use in a particular context, and its function. Linguistics also contracts with social, cultural, historical and political factors that influence language.

Language is a part of our life. Language is one of the most imperative areas of the human development. It is such a crucial feature of being human. Language is used by members of social groups to work together, communicate or cooperate, and identify themselves. The occupation of language is as the conversation instrument in communication in the form of sound symbols or vocals produced by human speech devices. Without language we will get struggle to talk to one another. Language is also a tool used to figure thoughts and feelings, as well as desires and actions.

Every language is like a one-of-a-kind species. It captures unique conceptualizations of the world and has its own ways of constructing words, phrases and sentences for communicating ideas. Human language is unique because it is symbolic communication system that is learned by people. Human always produces language to express the ideas in many ways. There are so many language in the world that used by people in their own countries. The language has more specialized function that is for establishing relationships, solidarity, and cooperation between people or community.

People are social creatures in this world. As social beings, people cannot live alone. They should have relation and interactions with each other to survive, to get what they want, and to keep their life continue. For these reasons, people need a communication. Thus, people are able to establish their existence. Communication is used by people to share information and to express their ideas. Communication becomes a way in which people can build up their social relationships.

Since in a communication people may have different purposes to be shared, they have to understand each other how the content of a spoken message needs to be interpreted so that the meaning carried in communication can be delivered properly. Often words are inadequate for this purpose. For instance, people do not tell each other easily how people feel about each other, or how the words of message need to be interpreted. Shortly, communication occurs when the meaning of a speaker can be interpreted by a listener as the

partner of the conversation. Based on this language phenomenon, the field of communication and the meaning of it become important to be observed.

The study of language that is concerned with the meaning of utterance in communication is called Pragmatics. Pragmatics is concerned with the study of meaning as communicated by a speaker and interpreted by a listener. It means that pragmatics involves the interpretation of what people mean by their utterance which usually happens in communication. Furthermore, the effectiveness of the communication depends on the people ability to understand each other.

Implicit meaning of utterances is investigated into pragmatics concept. Conversation that occurs between speakers and hearers contains certain purpose that is different from the structure of the language used. In this condition, the use of language often has the hidden purpose or indirect ways. Someone usually use many ways in express something. The implicit meaning of utterances is expressed indirectly. It means that when people produce implicit meaning it can be defined as implicature.

Implicature happens when the speaker wants to express something in an implicit or indirect way in a conversation. Conversational implicatures arise because communicating people are expected by their addressees to obey the maxims of conversation and the overarching cooperative principle, which basically states that people are expected to communicate in a cooperative.

Linguistically, people need to work together to make a good conversation. As the partner of the communication, both the speaker and

listener must have good intention to be shared with each other. They have to ensure that the meaning carried in communication can be delivered properly. The way in which they cooperate when they are communicating is called Cooperative Principle.

People will have a successful conversation if they fulfill the Cooperative Principle of conversation which are elaborated in four sub-principles, called Maxim. They are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. The four sub-principles regulate some rules of conversation which require both participants to be informative, be true, be relevant, and be brief.

However, when people communicate, they may break the rules of Cooperative Principle. It happens because usually people say something which is difficult to be understood by the other people. In other words, there are implied meanings behind their utterances. The speaker of the conversation is unconscious, so that sometimes she/he plays with the words of his/her utterances. For this reason, it can be inferred that although the whole process of communication may seem simple, at one time people will be oblivious that they need to be able to deliver the messages properly.

In pragmatics, the phenomenon when someone breaks the rules of Cooperative Principle because there is implied meaning behind his/her utterance is called as flouting of maxim. People have their own reason to use flouting of maxims in their conversation. They have certain purpose to do it which is to be understood by the hearer. Sometimes, we use this way to make

people aware about something without hurting their feelings. People who flout the maxims of conversation or they do not give the information as informative means they keep an implicature who wants to be expressed. Based on this phenomenon, flouting of maxim becomes the focus of this study. It is interesting to be analyzed since flouting of maxim can shows the meaning expressed by the speaker.

Flouting of maxim can happen in any circumstances of daily communication. Movie is an example which portrays the phenomena above. Movie is one of a way to understand the meaning, message, and purpose of an image. Every movie must have a unique way to convey its message to the audience. Conveying messages in a movie using implicature through flouting of maxims often aims to make the movie more interesting in terms of language.

Movie is a visual communication which tells people a story. It is a motion picture and sound as a type of entertainment, a way to have fun. A proof that movie is a way to entertain people can be seen through the comedy-adventure animated movie from DreamWorks Animation entitled *The Boss Baby*, which directed by Tom McGrath and released on 31 March 2017.

The Boss Baby invites people to meet a most unusual baby. This movie tells about a wildly imaginative 7 year old suddenly finds his share of parental love plummeting when his new baby brother arrives. The baby wears a suit and totes a briefcase, speaks with the voice and wit like adults. But when Tim learned that Boss Baby was on a secret mission, he agrees to team up with the

Boss Baby for an epic adventure that might change the world, a plan to stop the new project of the CEO of Puppy Co. Boss Baby does not want puppies to be able to shift the position of babies and children in getting love from their family. With a heart-filled message about the importance of family, *The Boss Baby* is a broadly appealing comedy for all ages.

The writer chooses *The Boss Baby* movie because this movie shows conversations or dialogues by the characters with some problems contained various of elements of surprise, conflict, and the effect of opposite expectation which make them often flout the rules of Cooperative Principle and also the movie gives the writer many conversations which consist of the writer's main data, mean flouting maxims. Beside movie is considered to an important art form, a source of popular entertainment and powerful method for educating or indoctrinating people. In addition, *The Boss Baby* movie gets nomination for twenty awards, nominated for Oscar, and wins four awards as Best Visual Development at Animator Festival Award (2017), Best Animated Film at Gran Premio Internazionale del Doppiaggio (2017), Best Film for Families and Best Movie for Families at MovieGuide Awards (2018). (www.imdb.com)

The writer gives one sample of main data, taken from the movie. This data was taken from the 00:26:54 until 00:27:01 of the movie.

Mr. Templeton : The baby's fault?

Tim : It's true! **He can talk. They all can talk. They were having a meeting. There's something about puppies. It's one big baby con-spy-racy!**

In the example above, Mr. Templeton only asked Tim, is it really the baby's fault, but Tim gave too much information by added statement that his father does not want to know. His utterance is not only focused on the Boss Baby but also the team of the baby and about what they do. When Tim said, **“He can talk. They all can talk. They were puppies. It's one big baby con-spy-racy!”**, it showed that he added the extra information in his utterances. These characteristics indicate that one type of flouting maxims has occurred. The existence of the flouting maxim means that there must be a reason and meaning implied in Tim's utterance.

From those explanations above, the writer chooses the title of the research: **“FLOUTING OF MAXIMS PERFORMED BY CHARACTERS IN THE BOSS BABY MOVIE”**.

B. Questions and Scopes of the Research

1. Questions of the research

Based on the backgrounds, the problems that will be mentioned in details as the following questions:

- a. What types of maxims that are flouted in The Boss Baby movie?
- b. What implicature that are resulted by the flouting of maxim?
- c. What type of flouting maxims do exist the most in the movie?

2. Scopes of the research

In this research, the writer focused on utterances about flouting of maxims in *The Boss Baby* movie. The writer tries to find conversational

implicatures to know those implicature of speaker's utterances. The theories that are used: Grice's Cooperative Principle (1975) taken from the *Meaning in Language: An Introduction to Semantics and Pragmatics* book by Alan Cruse (2000) to determine the maxim of conversation. In Joan Cutting's book (2002) *Pragmatics and Discourse: A Resource Book for Students* is used to classify the type of flouting maxim which found in the participants of conversation's utterance. Furthermore, in the book *Introduction to Pragmatics* by Betty J. Birner (2012) to describes the implicature behind utterance which comprehends flouting maxims. By classifying and analyzing those flouting of maxims types, we can understand the meaning of the conversational implicatures in the movie.

C. Objective and Significance of the Research

1. Objective of the research

Based on the problems of the research mentioned above, the objectives of the research are described as follow:

- a. To classify the types of maxims that flouted by characters in *The Boss Baby* movie.
- b. To describe the conversational implicature that resulted by the flouting of maxim.
- c. To find out the most often exist of the flouting maxim type in the movie.

2. Significance of the research

Hopefully this research can be useful not only for the writer herself but also for the readers mainly who learn at least who has relation to English in daily activity. The writer hopes this research can be useful for:

a. For the Writer

For the writer herself, it is important to provide a new experience to analyze and can more understand about flouting maxims in *The Boss Baby* movie especially get knowledge about the types of it and also their implicature.

b. For the Readers

Learning by reading the main book sometimes can make people bored. This research can be such an interactive learning system especially in pragmatic subject by understanding the cases (questions of the research) and finding out the solution. Through this research, the writer hopes that the readers will understand more about types of maxims in conversation and the flouting of maxims.

D. Operational Definition

After having read and understood some theories which exist in the title elements from several books related to flouting maxims of pragmatics studies, the writer tries to explain the operational as the theories which received from sources books as follow:

1. Cooperative Principle

Cooperative principles are rules or principles which interlocutors should observe in conversation and which can give rise to implicatures.

2. Implicature

An implicature is an implication that the speaker intended to convey, something that may be inferred from the fact that the sentence was uttered, and uttered in a certain way, in a certain context.

3. Conversational Implicature

A conversational implicature is something which is implied in conversation, which is something which is left implicit in actual language use.

4. Flouting Maxims

Flouting maxims are blatant, overt violations of one or more maxims. Flouting gives rise to implicatures by means of exploitation. Although a maxim is violated at the level of what is said, the Cooperative Principle is assumed to be in operation as usual (and perhaps some maxims too).

E. Systematization of the Research

Systematization of the research means to present the paper in well edited composition. The research is divided in to five chapters as follow:

Chapter I is Introduction. It explains about background of the research, questions and the scopes of the research, objective and significance of the research, operational definition, and systematization of the research.

Chapter II is Theoretical Description. It consists of the definition of pragmatics, implicature, maxim, movie theory, and research of the relevance.

Chapter III is Research Methodology. It consists of time, place, and kind of the research, procedure of the research, technique of data collection, technique of data analysis, and sources of the data primary and secondary data.

Chapter IV is Research Findings and Discussion. It shows about data description, analysis of the data, data interpretation, and the discussion.

Chapter V is Conclusion and Suggestion. It gives the summary of the conclusion which relate of the discussion and suggestion which relate of the research.

