**CHAPTER I**

**INTRODUCTION**

This chapter primarily discusses the introduction to the issue that the researcher needs to investigate in this research. There are seven sub-titles that are appeared in this chapter, namely background of the study, statement of problem, objective of the study, significance of the study, scope and limitation of the study, assumption of the studyand operational definition.

1. **Background of the study**

In daily life, humans need to engage in communication to interact with one another. The means of communication is to connect people with a clear understanding in which the participants give and receive information to and from one another. According to Andresen (2013) states that

“We speak with each other in order to convey information about various things and to cooperate. In different cultures there are rules and norms that make people understand each other, and these rules apply not only to the way language is used; there are also rules and norms that regulate how conversation should be conducted. “.

One common form of communication is conversation. In a conversation, there are two important roles taking part. They are speakers and listeners/hearers interchanging their role. Levinson claims that a conversation as a primary kind of talk where two or more people freely alternate in speaking that commonly occurs among people (Husaini, 2013:1). Hence, to achieve a successful communication, particularly in the verbal one, the participants are expected to be cooperative.

Being cooperative in a conversation, the participants are expected to follow some principles called Cooperative Principles (CP). Grice claims that Cooperative Principles are needed in order to the participants to make conversational contribution as it is required, at the stage at which it occurs, and by accepting purpose or direction of the talk exchange (Horn & Ward 2006:7). So, the communications done will be have a clear information to avoid misunderstanding between the speaker and the listeners.

Dealing with that statement Grice (1991) stated the form of a general cooperative principle and several spesific sub-principles which called as maxim; maxim of quality, maxim of quantity, maxim of relation and maxim of manner (Kroeger, 2018:8). These four maxims organize how the participants should participate in a conversation such as telling the truth, being relevant, and trying to be as clear as they can in order to make the conversation goes smoothly. Yet, some people often break the maxims by infringing, violating, opting out, suspending, or flouting them. Unlike flouting, the other kinds of the failure of observing maxim do not generate implicit meaning within them.

Talking about flouting, as stated by Yule (1996) that by flouting maxims, the participants of the conversation seem to be uncooperative but actually they do. The participants themselves have certain intentions of flouting the maxims. There are some intended meanings and certain purposes which are conveyed by the speaker behind the utterance where maxim flouting occurs. Hence, by flouting the maxims, the participants are not said to be uncooperative in a conversation. It is because maxim flouting is a way to make the hearer look for the real meaning beyond what is said implicitly by the speaker.

When A says “Smith doesn’t seem to have a girlfriend these days.” then, B answers it by saying “He has been paying a lot of visits to New York lately,” (Carston, 2002:136). B delivers a hidden meaning in her utterance more than simply describes that Smith has been paying a lot of visits to New York. Actually, the utterance of the B is an explanation of Smith’s relationship. It means that Smith probably already has a girlfriend because he often visits New York. In this case, B is said to be cooperative by flouting the maxim of relation. In addition, the phenomenon of maxim flouting can be seen not only in real life but also in movies.

A movie is one of some kinds of entertainment. Bordwell and Thompson (1997:3) states that an artifact that is made by humans for humans' purposes. Movie is described as an art that can reflect to people’ life since it is made based on social phenomena and cultural values. It is also classified as a form of spoken discourse in which the phenomena that the researcher analyzes, that is maxim flouting, are reflected. Movies have some aspects which can reflect the phenomena clearer than other media. In movies, unlike in novels, the phenomena are depicted clearer through the context, setting, facial expression, and the like. Hence, analyzing maxim flouting through a movie can represent the analysis of maxim flouting in the real life.

There are many movies that can be analyzed in terms of the occurrence of maxim flouting, but in this research, the researcher chooses The Finding Dory movie as the subject of the study. The Finding Dory movie is a 2016 American 3D computer-animated adventure film produced by Pixar Animation Studios and released by Walt Disney Pictures. Directed by Andrew Stanton with co-direction by Angus MacLane, the screenplay was written by Stanton and Victoria Strouse. It is a popular animation movie that has good rating which shown 7.3/10 (IMDb, 2016. Retrieved on: <https://www.imdb.com/title/tt2277860/>).

Based on the explanations, there are some reasons in conducting this research. First, studying maxim is not easy to understand for the students of university because of its maxims and sub principal divided by Grice in his theory. According to Kroeger (2018:161) states that

“Grice’s work on implicatures triggered an explosion of interest in pragmatics. the theoretical discussion has been the apparent redundancy in the set of maxims and sub-maxims proposed by Grice. Many pragmaticists have argued that the same work can be done with fewer maxims.”

The statement above can be seen that the maxims influence the interest in pragmatics which also affected to the students understanding about it.

Second, the researcher interested in the main character in this movie called Dory. Dory, a wide-eyed with blue tang fish who suffers from memory loss every 10 seconds or so, is really unique and cheerful character in this movie, as MacLane (2016) said in washingtonpost.com “She has such a positive outlook and point of view on things” in addition MacLane says “She is a people-pleaser — or a fish-pleaser.”. Side it Finding Dory movie is a valuable movie that inspired human behavior, even only a movie that describe ocean live, the story of Finding Dory movie can be applied in the daily life that people should be a kindhearted person to receive kind of people like Dory’s character. Moreover, the researcher is interested in analyzing the maxim flouting done by the main character in this movie. It is because Dory’s character that suffers from memory loss every 10 seconds that makes her to be forgetful fish that can occur the flouted maxim. In addition, studying the movie’s maxim flouting is challenging. This movie can represent the real examples of maxim flouting uttered by the main character. Another reason is this kind of research has limited discussion at STKIP PGRI Sidoarjo related to the pragmatics field. So, the researcher is going to conduct the study entitled: “An Analysis on Flouted Maxim Found in Main Character of ‘Finding Dory’ Movie”.

1. **Statement of the Study**

Regarding the background of the study, there are two problems proposed in this study. They are as follows:

* + 1. What are the flouted maxims found by the main characters in the Finding Dory movie?
    2. What are the strategies used by the main characters to flout maxims in the Finding Dory movie?

1. **Objective of the Study**

Related to the research focus, the research objectives are stated as follow:

* + 1. To describe the flouted maxims found by the main characters in the Finding Dory movie.
    2. To describe the strategies used by the main characters to flout maxims in the Finding Dory movie.

1. **Significance of The Study**

The result of the study is expected this research can contribute to give some advantages to:

1. The Teachers/Lecturers

Theoretically, this research is expected to give deeper understanding in the analysis of maxim flouting in a movie which not only in the daily life but also in the movie. So, it will be effective to be used as the material in the learning process because students of university also need to know that in the movie can be occur a flouted maxim. By doing the analysis of flouted maxim in the movie the students of university can think critically to find out the flouted maxim.

1. The Students

This study is to give detail information to the students about that maxims in conversations, not only the daily life conversation but also in movies. The movie can interest the students of university to know more about maxims because maxims shown in the movie is visualised so that the students will be easy to understand about maxims.

1. The Other Researcher

This study can be one of the references to other researchers who conduct this kind of study.

1. **Scope and Limitation**

There are many kinds of flouted maxims in the Finding Dory movie. However in this research, the researcher will focus only on the flouted maxims found by the main character in the movie. Then, it focuses on the the strategies used by the main characters to flout maxims in the Finding Dory movie.

1. **Assumption of the Study**

Finding Dory movie is an interesting movie with various characters in it. As known that Dory is the main character which is forgetful and cheerful fish that makes her often speak beyond the CP, so this thesis is under the assumption that there are flouted maxim in the Finding Dory movie.

1. **Operational Definition**

The operational definition in this study are explained below:

* + 1. Maxim is a kind of principal in a conversation that must be obeyed by the participants in order to avoid misunderstanding.
    2. Flouted maxim is a kind of non observance maxim in other words the participants fail to obey the maxim.
    3. Strategies to flout maxim is the ways which is used by the participants to flout the maxim.
    4. Main character is the character who appears and has the most important role in the movie.