

CHAPTER I

INTRODUCTION

1.1 Background

Language becomes an important aspect in human life. It is how people communicate and interact with others. It enables human, to interact, live, and survive, because without language, it is hard for ones to communicate with others. People use language as a tool of communication to say their wants, messages, information, and ideas to other people (Indra, 2018: 98). People use language every day to communicate with other people to express their ideas or tell information about something. Language can be understood by a community and used as a form of communication in so many ways. In communicating, sometimes people do not always say what they truly mean. According to Lunenberg (2010: 1), communication is a process of delivering information from one individual to another. So without communication there is no information transfer.

People usually communicate using the language that makes others confused because sometimes they give less information of the topic (Keysar, 2007). Conversations will be considered successful if the listener catches the message conveyed by the speaker. To be successful in communicating through conversation, the participants of a conversation must be able to be cooperative each other so there is no misunderstood in the conversation. This means that the participants should not share information that confused, deceives, or gives irrelevant information (Yule, 1996: 35). Therefore,

speakers should pay attention to the principles that apply in communication in order to make a conversation work properly. To understand the intention and purpose of the speaker, the listener should make the right contribution, clear, and coherent according to the purpose of the speaker. Moreover, Grice (1975: 49) stated that Cooperative Principles which included the rules or maxim on how communication supposed to be done. Cooperative principal theory is a set a principle that means to make a good communication between the speaker and the hearer, they have to cooperate in order to understand what the speaker really means in cooperative. Grice define the cooperative principle as “making your conversational contribution such as is required at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged”. Grice (1975) as a philosopher of linguistic develops a model called as cooperative principles which human being follows to ensure successful communication.

The maxim is a rule which must be obeyed by the communicator (speakers and listeners) in doing interaction textually or personally in order to have communication process to be done smoothly. Cooperative Principles included maxim of quality (rules of truthful utterance), maxim of quantity (rules of exact amount of information), maxim of relation (rules of relevancy toward certain topic discussed) and maxim of manner (rules of using clear statement). In daily life people usually use these kinds of maxim in conversation and how people use maxim also can effect someone’s or listeners understanding. This is in line with Grice (1975:45) who says that

maxim will help the speaker not only to be more organized in communicate but also decrease misunderstood. In the phenomenon of language, the violation of maxims occurs when speakers do not obey the cooperative principle. For example, the listener cannot understand the information in detail if the speaker gives incomplete information. In contrast, if the speaker gives more information, the listener can understand the information, but it is considered ineffective and useless in order to convey certain intentions.

Sometimes people express their opinion and ideas with concise, humorous, dramatic, exaggerating and sarcastic method to achieve certain effects, thereby people could feel content and funny, and get enlightenment and meditation (Pan, 2012:20). Sometimes people disobey the cooperative principle in their conversation. When speaker does not fulfill or disobey the principle (maxim), he is said to “violate” the maxim. When the speakers and the hearers can be unsuccessful since they will misunderstand each other. Speakers who violate a maxim cause the hearers not to know the truth and only understand the surface meaning of the speaker’s words. Maxim is the express general truth or rule of behavior. Even though communication supposed to be delivered in such a way; due to certain purposes. Cooperative Principles are being violated. According Smith (2001: 20), communication is the process of sending, receiving and interpreting messages through which we relate to each other and to our larger world as well. Effective communication only occurs if interlocutors give the appropriate contribution in talk exchange. Sometimes the listener misunderstands what the speaker says. This can occur

if the speaker does not say something directly, when the speaker does not say what speaker's means, it means that speaker implies the meaning. It can be understood if the listener can misunderstand the speaker's utterance because sometimes what the speaker means is different with what speaker says. To emphasize certain meaning, the speaker breaks the rules of communication: which is to deliver information directly. Successful communication can occur by means of obeying the maxim, there is still a problem when a speaker does not follow the rules of maxims. Violating a maxim is more concerning how to mislead someone by disobeying Cooperative Principle. The importance of maxim violation itself is to which is not relevant to the topic being discussed and violation of maxim of manner refers to when someone implies ambiguity.

Kaboax is one of the famous drama comedy in NTT and it is a situation comedy. Concerning all the explanation above, the writer would like to analyze Kaboax situation comedy as the data source of this research. The writer chose this drama comedy because this comedy was one of the most popular among the people of NTT that contains violation of maxim in it. The writer chose session 10 because in session 10 there was a violation of maxim. For example: *pak polisi : kaka bawa SIM ko? Bosan: SIM ada pak, tapi sonde bawa, ada di rumah pak. Pak polisi: kaka ada bawa STNK ko? Bosan: tidak bawa pak, semua ada di rumah, surat-surat semua ada di rumah pak.* This is one type of maxim violation, namely the maxim of quality and many other types of maxim violation that are in drama comedy Kaboax. This

drama comedy could be one of the important medium to enlarge people's knowledge about maxim violation.

Due to the problems explained previously, the writer would like to conduct a research related to meaning and types of maxim violation in the comedy movie *Kaboax Kupang Session 10* under the title “**AN ANALYSIS OF MAXIM VIOLATION IN KUPANG MALAY IN SITUATIONAL COMEDY OF KABOAX SESSION 10**”

1.2 Research Problem

The problems of this research are as follows:

1. What are the types of maxim of violation in situational comedy of *Kaboax session 10*?

1.3 Aim(s) of Study

The aims of this study are:

1. To know the types of maxim violation in situational comedy of *Kaboax session 10*.

1.4 Significance of Study

1.4.1 Application

1. For the writer:

This writing is very important for the writer in order to develop and enrich her knowledge in learning English, especially about the maxim violation.

2. For the reader:

- a. People will be given information about the list of maxim violation along with its explanation about its types and meaning.
 - b. Due to the information given by this study, the people will get abundant information about the maxim violation that are used nowadays in drama comedy "*Kaboax session 10*".
3. For the researcher
- a. By this research, the writer hopes that this research theoretically can be useful and give deeper understanding about maxim especially in analyzing violation of maxim from the four types of it, they are quality, quantity, relation and manner for who wants to learn it. Practically by knowing Maxim readers can easily guide the addition meaning of a statement and how to analyze it and also be the source for further research.
 - b. The result of this study can be as a reference for those who are interested in analyzing about Maxim Violation to Achieve Politeness. It can be used as additional reference and information for another writer.

1.4.2 Implication

To support this study the writer used the theory from Grice (1975) talks about four conversational maxims that regulate the communication process between speech participants, namely maxims of quantity, maxims of quality, and maxims of relevance. The implication of this study is not only to

support the theories of maxim of violation but also as reference for further research.