

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

Conversation is needed while communication is taking place. The speaker communicates with the listener in order to deliver a message. Therefore, the conversation between them should be clear and does not have implicit meaning to the success of the message delivery. Conversation can be done in formal and informal situations. When the speaker and the listener make a cooperative conversation, the goal of the conversation is achieved as it avoids misinterpretation between them.

According to Grice (1989), the cooperative conversation can be reached by following four maxims known as Cooperative Principle. To fulfill the contribution of both speaker and listener, Cooperative Principle is required (Grice 1989). Maxim is the sub-principles of the Cooperative Principle. There are maxim of quality, maxim of quantity, maxim of relation, and maxim of manner. In achieving a successful conversation, a cooperative principle should be obtained and all maxims need to be obeyed.

Grice (as cited in Thomas, 2013) declared that there are five events in which the maxims are disobeyed. The first event is called flouting maxim, where the speaker gives false information to the hearer, but the meaning is still understandable. The second is violating maxim, where the speaker may quietly violate a maxim, and in some cases, it will be simply misleading. Additionally, infringing maxim happens when the speaker gives an imperfect command of

language. Fourth, opting out of maxim occurs as the speaker and the hearer do not want to cooperate in the conversation. Finally, when the speaker do not fulfill the maxims, it is called suspending maxim. However, this study only focuses on flouting maxim.

In addition, it needs to be underlined that phenomena of flouting maxims are part of the pragmatics field. Pragmatics is defined as the study of meaning in relation to speech relation to speech situations (Leech 1983). Therefore, such study can be utilized in analyzing some forms of events dealing with certain speech and situations, including talk show.

Flouting maxim happens when the speaker breaks the maxim intentionally in order to create an intended meaning, according to Grice (as cited in Thomas, 2013). The writer is interested to do research in this field as people's utterances can have several meanings contextually. It is shown as the meaning depends on the way people interpret the utterances.

Specifically, the writer analyzes the implied meaning through conversation based on Grice's Cooperative Principle containing four maxims. The principle can be found in the theory of Conversational Implicature provided by Grice (1989). The term implicature itself is depicted when the speaker and the listener make a conversation and it contains implied meaning.

Davies mentioned that implicature is defined as an unmarked case or implicit meaning (Davies 2007). The speakers tend to say utterances in an implicit way in order to deliver messages implicitly. Furthermore, implicature also occurs in a conversation between two people or more. In such condition, the speakers

usually deliver information by communicating with each other. Therefore, it is possible if any miscommunication occurs in the conversation because it often goes beyond what is said.

The phenomena of miscommunication can be found in daily conversation. However, they do not only occur in daily conversation, but also in media such as television and radio. It happens as the media only makes one path conversation to the audiences. It can be inferred that the audiences cannot give any respond to the speakers, both through television or radio.

Television is still the main media for Indonesia citizens to look for information and entertainment (Tempo.co 2013). It is also highlighted that television is the first informant which provides the most updated information that is happening in the country. Through the television, the speakers are able to deliver messages to the audiences. Additionally, in each TV station, there are many television programs which goals are fruitful, including to entertain the audiences.

Television programs are adjusted to the minimum age of the audiences, starting from children to adults. The audiences can watch the program based on their ages that meet the criteria written on the display of television. In Indonesia, there are a lot of TV stations, such as *RCTI*, *TVRI*, *SCTV*, *NET TV*, and many more. However, one of them is a TV station that is considered as the newest TV station compared to the others namely *NET TV*.

*NET TV* is an abbreviation of *News and Entertainment Television* that was launched on May 26<sup>th</sup>, 2013. This TV channel was released to replace another channel named *Spacetoon Indonesia* (Kontan.co.id 2012). *NET TV* has different

contents compared to other TV stations, as the offered contents contain facts instead of rumors or gossips (Netmediatama 2018). It was declared that big media needs to provide facts to the audiences to increase the interest of the audiences in enjoying the TV channel due to the validity of the information. There are various programs on this channel such as news, entertainment, and talk shows. *Ini Talk Show*, *Tonight Show*, *Entertainment News*, *Indonesia Morning Show* are talk show programs produced by *NET TV* (NETMEDIATAMA 2018).

One of the favorite programs on *NET TV* is *Ini Talk Show*. It is considered as a favorite one because this program has won several awards and has achieved some nominations in Indonesia's award shows. From 2014 to 2019, *Ini Talk Show* has won several awards in Indonesian Television Awards 2017, two awards in Indonesian Television Awards 2018, and one more award with similar name but in 2019 (Wikipedia, *Ini Talkshow*; Penghargaan dan Nominasi 2019). It indicates that this talk show is a favorite television program for Indonesia's citizens.

The hosts of *Ini Talk Show* are well-known comedians named Sule and Andre. They are a pair of hosts in this talk show, where Sule plays as the main host and Andre as the co-host. Sule has started his career in entertainment since 2010, and he became the highest-paid comedian in 2010 (Tria 2018). Meanwhile, Andre was a singer in a band group before becoming a comedian. He has been existed in the entertainment world since 23 years ago (VIVA.co.id, Profil Andre Taulany 2019). Regarding the mentioned facts, the writer would like to analyze the utterances that flouted maxims and the implied meaning of this talk show.

In *Ini Talk Show*, the writer focuses on one episode: *Special Episode: Keluarga Bapak Jokowi* on *NET TV*. The video was uploaded on the Official YouTube Channel of *Ini Talk Show* on January 28<sup>th</sup>, 2019. In that episode, *Ini Talk Show* invited the family of Indonesia's President, Joko Widodo as the guests. This episode has five segments uploaded on YouTube and one of the videos has more than twenty four million viewers.

In the special episode, the conversation contains a lot of jokes performed by the hosts, guests, and casts. In addition, those jokes signify indirect meanings that cannot be understood easily. As a consequence, the audiences should firstly digest the jokes while watching the talk show in order to understand the hidden meaning. This is what makes this object is interesting to be analyzed pragmatically.

There are three previous studies related to this work which utilize Grice's theory of Cooperative Principle. The first research was conducted by Permatasari (2019). She discussed about Conversational Implicature found in *Mata Najwa Talk Show Episode: Pura-Pura Penjara*. She focused on Flouting Maxim and the types of Conversational Implicature.

The second research held by Afriliani (2017) elaborated the Conversational Implicature found in *Tonight Show of Travelling Episodes*. This study has a similar form of object with the writer's study, talk show. Moreover, the programs also come from the same TV station, *NET TV*.

The third study was the one by Windasari (2019). She analyzed the Conversational Implicature exploring the program entitled *Panji Koming Comic*

*Strip in Kompas Newspaper*. She took a sample from a printed newspaper as the source for her research.

## **1.2 Statement of the Problems**

These are two questions in this study to analyze flouting maxim in *Ini Talk Show Special Episode: Keluarga Bapak Jokowi*:

1. What utterances that are flouted in *Ini Talk Show Special Episode: Keluarga Bapak Jokowi*?
2. Why are those maxims flouted in *Ini Talk Show Special Episode: Keluarga Bapak Jokowi*?

## **1.3 Objective of the Study**

This study attempts to analyze the implied meaning produced by the hosts and the guests that can be identified through these objectives:

1. To find out the utterances that are flouted and produced by the hosts and the guests in *Ini Talk Show Special Episode: Keluarga Bapak Jokowi*.
2. To find out the reason why those maxims are flouted in *Ini Talk Show Special Episode: Keluarga Bapak Jokowi*.

## **1.4 Significance of the Study**

The significance of the study is focusing on theoretical and practical aspects. In the theoretical aspect, this study is expected to contribute and confirm knowledge in pragmatics field, especially the one related to flouting maxim. Additionally, the writer aims to provide information to the students who are interested in pragmatics field as well as to analyze the phenomena found on television. In the practical

aspect, this study is expected to help the audiences in understanding deeper about the flouting maxims that happen on television. The writer intends to give the data that contain flouting maxim and how to analyze the talk show on television. Finally, this work is hoped to be appropriate in sharing knowledge to the audiences on how to be a host and how to make a conversation through flouting maxim.

### 1.5 Scope and Limitation

This study primarily focuses on flouting maxims that are found in the utterances in *Ini Talk Show Special Episode: Keluarga Bapak Jokowi*. It is limited to only one special episode of this talk show that is analyzed further. The talk show is identified on its utterances containing flouting maxims. The implied meanings that were produced by the hosts, the guests, and the casts from the talk show are also investigated in this study. However, this study does not analyze the type of conversational implicature that appeared in the talk show. In order to answer the statements of the problem that are mentioned before, the writer uses Grice's (1989) theory about Cooperative Principle.

### 1.6 Definition of Key Terms

<b>Cooperative Principle:</b>	Principles which aim to make the conversational contribution like it is needed by the state which it appears by the accepted purpose or direction in the talk exchange (Grice 1989)
<b>Maxim:</b>	A basic general standard which interlocutors will be expected to observe (Grice 1989)

- Flouting Maxim:** Non-observe maxim which occurs when the speaker blatantly fails to observe the maxim (Grice 1989)
- Talk Show:** Displays a hybrid broadcast discourse in which patterns of communicative and social behavior can be associated with more than one discourse types, and it is forms of talk, such as debates, sitcoms, interviews, game shows (Cornelia 2006)