

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

Netflix has been creating and releasing a bunch of original and exclusive product to its platform called *Netflix Original*. The movies that have been made mostly become a talked-about issue due to its plot of story or the conveying message; since it is believably that this company will not only produce a good product but also wants to bring out some issue or message of social phenomena through these incredible movies created by the filmmakers. According to Suryani (2014), movie is a medium of conveying messages and mass communication tools. Through a movie, the producer could use its effectiveness in order to deliver the message on a specific issue to the audience and it is also a must for the filmmakers to be able to represent an influential issue in today's world within the plot of the movie story. One of the examples of *Netflix Original* movie which brings an important message feminism is *Enola Holmes*. *Enola Holmes* serves as the top 10 most-watched *Netflix Original* movie in Netflix history with total 76 million views beat out *Project Power* which only with 75 million views (Moore 2021).

*Enola Holmes* is a Netflix original movie which premiered on 23<sup>rd</sup> of September 2020 and an adaptation from a novel with the same title by Nancy Springer. This movie is increasingly being talked about in mass media since it has correlation to Sherlock Holmes who is a genius detective with his proficiency in observation, deduction, forensic science, and logical reasoning in order to solve his client case.

People are interested because this is the first time to be known that Sherlock has a sister and again people are curious with what will happen to this movie and how will it go. Whether his sister has the same characteristic with him or not and will there be his appearance on this movie or not are frequently asked questions from audience who are waiting this movie. Moreover; by their achievements which are the Winner of Sierra Award at Las Vegas Film Critics Society Awards 2020 at Youth in Film – Female Category, Nominee of ALFS award at London Critics Circle Film Award 2021 in Young British/Irish Performer of the Year category, and Nominee of International Film Music Critics Award (IFMCA) 2021 in Best Original Score for an Action/Adventure/Thriller Film category; made the researcher is interested to use this movie as the object of this research in order to find out the implicature generated within the movie's utterances.

From the very first beginning of the movie, Enola Holmes offers different things that other mystery and feminist movies do not Priherdityo (2020). There are several feminist values and principles embedded in the story of this movie, one of the most highlighted messages is to sounding that brave women can decide to dare and bear their own future Yucki (2020).

Netflix recently has been very much popular among people especially during the pandemic of COVID-19 is striking in the early 2020. This platform is available in helping people to spare their time especially when the government requires people to stay at home and that makes Netflix becomes one of the alternative ways to cure their boredom during that unprecedented time. The company admitted that this is the reason for this popularity growth, and that's why they now have more

than 182 million registered users worldwide (Berman 2020). Because of this blessing in disguise, Netflix's revenue was increased to \$5.76 billion, up more than 27% compared to the same period in 2019; their profits are almost doubled, from \$344 million in the first quarter of 2019 to 709\$ million (Z. Thomas 2020).

Netflix as a brand-new type of home entertainment which is started on 1997 by Reed Hastings and Marc Randolph in Scotts Valley, California not only provides a platform where you can stream, watch, or even do binge-watching to a movie or several series as a recreative tool but also delivers their intentions to entertain public through each message or valuable meaning on the movies they have broadcasted as an education tool. More than that, Netflix is also well-known for its authentic product called *Netflix Original*. This product is defined as a kind of production which includes feature film, film series and program that is directly funded by Netflix and the copyright is owned by Netflix (Franedya 2020). Simply, Netflix funds multiple of filmmakers to create a film then all of the royalties will be owned by Netflix and it delineates that these films are exclusive only to Netflix subscriber.

Implicature is an additional conveyed meaning; what the speaker meant is not a part of what is explicitly said Horn and Ward (2004). Meaning in conversation which carries more than what is stated in the speaker's utterance is also called as implicature Listiani (2011). People use implicature for some reasons, one of them is conveying the dissimilar purpose from the utterances appeared on its utilization which in this case is in the conversation Prakoso and Fauzia (2018). Thus, people tend to use implicature to convey meanings or ideas which lay behind in their utterances and it is believably also occurred within the utterances of a conversation

in a movie. As cited on Windasari (2019) based on Grice's theory (1975), what is meant in conversation often goes beyond what is said. Within conversation there is a rule which exists and needs to be conformed, it is called a Cooperative principle.

According to Grice (1975) cited in Putri (2018) claimed that humans should create conversational contributions as needed. As also Thomas (1995) postulated that the regulation of conversation or information exchange, the users is looking forward that it intends to create a "conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange". Grice also stated that there is sub-principal to this cooperation named maxims. There are four maxims explained by Grice to support the clarity of the conversation, they are maxim of quantity, maxim of quality, maxim of relation and maxim of manner.

When speakers perceive all the maxims and accurately say what they want to denote, they generate zero implicature Prakoso and Fauzia (2018) which means they obey the rule of cooperative principle. But in some cases, people tend to make implications without having intention to give wrong information which makes the listeners need to observe precisely what is being conveyed so that they gain the actual meaning. Based on Thomas (1995) cited in Windasari (2019) speakers might fail to obey the maxims in a conversation. Grice (1975) in Thomas (1995) proposed that there are five techniques that the speakers are not accomplished on observing a maxim such as they are floating, violating, infringing, opting out, and suspending. Nonetheless, in this study, the researcher will only focus on floating the maxims.

Therefore, the writer will focus only to the flouting maxims in conversational implicature of Enola Holmes movie in order to analyze the implicature generated through this movie on its conversations of the main character of the movie as well as the reasons lead Enola to flout maxims.

Conversational Implicature theory by Grice has been used by lots of scholars to be their base theory for analyzing their research studies. There were some previous studies that relate to this study. First, Ardine and Ariyanti (2016) *Conversational Implicature As the Representative of Thatcher-Interlocutors Relationship in Iron Lady Movie*. The researcher used the same object as this study which is a movie. The study focused on Margaret Thatcher's utterances in Iron Lady movie which indicate conversational implicature. The data are taken in Thatcher's utterances that are categorized by Grice's theory of implicature and Holmes' theory of social distance. As its results, it is found that the use of implicatures were dependent on the people that she talked to. Generalized implicature is mostly utilized by Thatcher to have a conversation with low-solidarity people since it does not require any specific knowledge, whereas particularized implicature is mainly functioned when talking with high solidarity people since it requires a certain context that specifies the participants in the conversation are connected with each other.

The second research was conducted by Putri in 2018 entitled Cooperative Principle Reflecting the Power Relation in "Victoria and Abdul" Movie. She analyzed the violated and flouted maxims by two main characters of the movie using Grice theory (1975). The discussion found out that when lower people talk with higher class people, they are obligated to obey the rule of cooperative principle

and have no freedom to violate or flout the maxim, while Victoria as one of the main characters produced lots of flouting maxim especially the maxim of relation in order to indicate her power to the listeners.

The similarity of those studies is first, they used the same method, qualitative approach and document analysis by compiling the data; and second, their research also used the same theory to analyze the data, Grice's Cooperative Principle and four maxims. Even though they also used the same theory on their research, their objectives of research are far different. Ardine and Ariyanti (2016)'s aim of study is to analyze conversational implicature that are used by Margaret Thatcher through Thatcher-interlocutors relationship, meanwhile Putri (2018)'s aim is to know how cooperative principle reflects the power relation of the main characters of "Victoria and Abdul" movie. On the other hand, there are also differences between them and this study. Ardine and Ariyanti (2016) focus on two things; first, how the conversational implicature is constructed through identifying varieties of conversational implicature (generalized conversational implicature and particularized conversational implicature) that is utilized by Margaret Thatcher and how she conveyed her implicature by following the cooperative principle which correlates with violating maxims and second, the representation of Thatcher's implicature toward people in high-solidarity and low-solidarity relationship through analyzing the use of particularized conversational implicature and generalized conversational implicature by her, while this study is only focusing on the floating maxims occurred in order to find the actual meaning implied within

each utterance and discuss how the issue is brought up in order to deliver the message to the audience.

From those studies, the writer intends to use the theory of conversational implicature by Grice (1975) which is cooperative principle and four maxims to analyze the implicature through utterances made by the Enola Holmes as the main character of the movie specifically on the flouting maxims.

## **1.2 Statement of the Problems**

Based on the background of the study, the writer formulated the problems as follows:

1. What type of maxims are flouted by the main character of the *Enola Holmes* movie?
2. What are the reasons Enola as the main character of *Enola Holmes* movie flouts the maxims?
3. What are the implicatures that are generated from the flouted maxims of the main character of *Enola Holmes* movie?

## **1.3 Objectives of the Study**

Based on the statement of the problems above, the objectives of the study are to answer them. The objectives of this study are stated as follows:

1. To identify the type of maxims which are flouted by the main character of the movie *Enola Holmes*.

2. To discover the reasons why the maxims are flouted by the main character of *Enola Holmes* movie.
3. To find out the implicature generated by the main character in the *Enola Holmes* movie through the flouted maxims.

#### **1.4 Significance of the Study**

This study is expected to provide a contribution both theoretically and practically in the field of study on linguistics, which is pragmatics. Theoretically, this study is expected to be worthwhile to give a fresh perception about conversational implicature as well as a reference for students who are interested in conducting a pragmatic research on analyzing implicatures created by the main character of a certain movies. Practically, it will have a quite impact on society in giving more data and knowledge to people on how to analyze a movie's issue and its messages through its conversation. Moreover, it will also add some sources for filmmaker on how to create a movie with a good conveyed message through the conversation.

#### **1.5 Definition of Key Terms**

**Conversational Implicature** : An additional unstated meaning and part of what is communicated and not said, speakers can always deny that they intended to communicate such meanings. (Yule 1996)



- Illocutionary Functions : The motivation for people flouting a maxim which connects to the social goal and the interlocutor goal. (Leech 1983)
- Cooperative Principle : A concept to make sure that the speaker's conversational contribution is required at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which the speaker is engaged (Grice 1975)
- Movie : A medium of conveying messages and mass communication tools. (Suryani 2014)