

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Communication is an important part in a society because through communication people can make a good relationship with each other. Communication occurs throughout any signal exchanged between sender and receiver. According to Wilson (as cited VanLear 2002, p.523), communication occurs whenever the behaviour of one individual (the sender) influences the behaviour of another (the receiver). Buck (as cited VanLear 2002, p.523), supporting Wilson's statements, stated that behaviour can be defined as communicative to the extent that it reduces uncertainty in the behaviour of another.

There are two types of communication: non-verbal and verbal (spoken and written) communication. According to David Matsumoto (2013, p. 4), non-verbal communication is encompassing almost all of human communication except the spoken and written form, while verbal communication is the type of communication where messages are conveyed through spoken and written. Written communication can take many forms such as memo, letter, newspaper and magazine (Miara 2011, p.10). Sometimes people choose written communication to interact with each other because they do not want to reveal their feelings directly for the reason that they feel shy, the condition of which especially happens for teenagers. Therefore, teenagers usually reveal their feelings into an article in the magazine.

Magazines are publications which are issued at regular intervals either weekly, fortnightly, monthly, and quarterly (McLoughlin 2000, p.1). Like any other types of publications, magazines, which usually contain articles about music, movies, lifestyles, hangout places, horoscopes, fashions, and love story, are made to give the information based on who the target readers are. Teenage magazine is one of the types of magazine available in the market. There are many teenage magazines that available in Indonesia such as *Gaul*, *Hai*, *Kawanku*, *Cosmo Girl*, *Seventeen*, *Aneka Yess*, *Genie*, *Provoke* and others.

Provoke is one of the magazines targeted for teenagers especially students in senior high school because it contains information about education and students' creativity and talent. The writer chooses *Provoke* as her object in this study because it is the only teenage magazine in Indonesia which focuses on creativity, out of the box thinking and diversity in society. Moreover, *Provoke* is easily accessible. *Provoke* is a free monthly magazine which is distributed in more than 200 high schools in Jakarta, Bandung and Surabaya (www.provoke-online.com). For that reason, *Provoke* has a tagline "the revolution of ideas" which means that they want to be closer with their readers especially students in senior high school. Since *Provoke* is free, this magazine gets the income from the advertisements. In addition, the headquarter of *Provoke* in Panglima Polim No 16 Kebayoran Baru South Jakarta is near with some high schools, which enables *Provoke* to get closer with target reader.

In Surabaya, *Provoke* is distributed freely to students in more than fifty senior high schools, including SMAN 1, SMAN 2, SMAN 3, SMAN 4, SMAN 5,

SMAN 6, SMAN 7, SMAN 8, SMAN 9, SMAN 10, SMAN 11, SMAN 12, SMAN 13, SMAN 14, SMAN 15, SMAN 16, SMAN 17, SMAN 18, SMAN 19, SMAN 20, SMAN 21, SMAN 22, SMA Muhammadiyah 2, SMA Ta'miriyah, SMAK Santa Agnes and others. In some schools, based on the approval of school authority, the magazine is also put in the school's library.

There are many sections in *Provoke*, including special reports and articles. Not only giving information about the creativity and talent of students in school, *Provoke* also provides a section in which teenagers or readers can ask about their problem to *Tante Pinky* in *Tante Pinky's* forum. In order to amuse the reader, *Tante Pinky's* answers are usually intentionally made irrelevant or out of the topic of question. As the result the joke which is found in *Tante Pinky's* forum can create humour to the readers. Ross (1998, p.1) said humour is something that makes a person laugh or smile. While Raskin (1985, p.1) said that humour occurs when somebody hears or sees something and laughs. Therefore, laughter is, of course, an important accompanying factor of humor (Raskin 1985, p. 14). Therefore, creating humour with a joke in *Tante Pinky's* forum was related to the topic that discussed in this study since the writer wants to analyze the flouting maxim and the effect to create humour.

In *Tante Pinky's* forum, at least three until five questions are answered in every edition. Similar to any section in the magazine, *Tante Pinky's* forum also uses informal language. In the forum, *Tante Pinky* has some characters when *Tante Pinky* gives answers to her participants such as "*Mwack...!*", "*Naaah..*", "*Aduuh*", and "*Ahh...*". From the character, it seems that *Tante Pinky* tries to

show her expressions through her phrase. In this study, the interaction between teenagers and *Tante Pinky* in *Tante Pinky's* forum was chosen to be the object of the study.

From the communication or interaction in *Tante Pinky's forum*, the writer can assume that their communications are similar to a face to face conversation or spoken language but it happens in written conversation instead. The writer puts some examples from the communication, such as when a participant asked *Tante Pinky* “*Tante, mungkinkah saya bisa balikan sama mantan saya yang udah benci sama saya? Cewe sukanya apa sih?...*”. Then, *Tante Pinky* answered “*Cewe itu sukanya berlian dan benda-benda berkilau lainnya. Nah kalo kamu merasa kurang berkilau coba sering-sering mengasah dan membersihkan diri....*”. From the example, the writer believed that *Tante Pinky* gives suggestion to her participant with intended flout the maxim which she expresses with implicit meaning in her utterances. In this case, the writer wanted to analyze written dialogues in *Tante Pinky's* forum that happened between participants and *Tante Pinky*.

In analysing the object of her study, the writer used Co-operative Principles as the theory. The basic of Co-operative Principles was proposed by Grice (1975). However, the theory Co-operative Principles has also been cited by other linguists such as Levinson (1983), Brown and Yule (1983), Jacob L. Mey (1993), Jenny Thomas (1995), Yule (1996), Brian Paltridge (2006), Archer (2012) and others linguists.

Grice proposed the theory of Cooperative Principle to build good communication. Grice (as cited in Brown and Yule 1983, p.31-32) stated that Cooperative Principle is a general principle of conversation plus a number of maxims which speaker will normally obey. Grice (as cited in Griffiths 2006, p.134) proposed four maxims which could be regarded as the basis for cooperative communication that consists of maxim quality, maxim quantity, maxim manner and maxim relevance.

Sometimes people break Co-operative principle or do not obey the maxim for some reasons. Thus, Grice (as cited Robinson 2006, p.166) divided Co-operative principles into five types which consist of flouting, violating, infringe and opt out.

Thomas (1995) and Cutting (2002) (as cited in Paltridge 2005, p. 65), discussed the differences between flouting and violating. A speaker is flouting maxim if they do not observe a maxim but has no intention of deceiving or misleading the other person. A person is violating maxim if there is likelihood that they are liable to mislead the other person. Definition opt out maxim according to Robinson (2006, p.166) is when people who do not say what they mean and signal to their listeners that they are hiding something, but do so for good reason. Still according to Robinson, people who speak incoherently (foreigners, small children, crazy or drunk or delirious people) infringe the maxim because they do not know any better, or cannot help themselves.

Related to these maxims, the writer focused on flouting maxim in her analysis. In the data analysis, teenager and *Tante Pinky* deliberately fails to observe the maxim but they have no intention to deceiving or misleading the other person. As the result it is appropriate to conduct the data using flouting maxim.

There are three previous studies that are related to the study of flouting maxim. The first study was conducted by Gilang Primajaya (2012) entitled “ The Study of Implicature in Cartoon Books ‘Dari Presiden ke Presiden’”. He used the theory of implicature by Grice. He also used the theory of metaphor and Irony to get the implied meaning. He analyzes the flout maxims of Cooperative Principle in Cartoon Books ‘Dari Presiden ke Presiden’. The second study was conducted by Anisoara Pop (2010) entitled “ In Implicature derived from maxim flouting in print advertising: A contrastive empirical approach”. Pop focused on the flouting maxim in devices employed in English and Romanian print advertising. The last related study was conducted by Pravita Puspita Sari (2012) entitled “ The Study of Flouting Maxim of Grice’s Cooperative Principle on *Cak Cuk* Surabaya T-Shirt”. Sari focused on flouting maxim on *Cak Cuk* Surabaya T-Shirt. The differences between this study and the research conducted by Gilang, Pop and Sari are the object of the study.

The writer analyzed the communication between teenager and *Tante Pinky* using the theory of cooperative principles by Grice (as cited Archer 2012). In addition, according to Paltridge (2006, p.52-54), pragmatics is the study of meaning in relation to the context in which a person is speaking or writing.

The writer took some data from dialogue between *Tante Pinky* and teenagers in *Tante Pinky's Forum*. After that, the data was applied to the theory of Grice (as cited Archer 2012) and other supporting theories. Specifically, the writer attempted to describe the utterances in *Tante Pinky's* forum and what kind of maxim which is frequently flouted and why flouting maxim is used frequently in *Tante Pinky's* forum.

1.2 Statements of The Problem

In this study, the writer defined statements of the problem as follows:

- 1). What kind of maxim is frequently flouted in *Tante Pinky's forum*?
- 2). Why is flouting maxim used frequently in *Tante Pinky's forum*?

1.3 Objective of The Study

This study was intended :

- 1). To find out what kinds of maxim (Maxim Quantity, Maxim Quality, Maxim Manner, and Maxim Relevance) that are most frequently used in *Tante Pinky's* Forum. In addition, it also attempts to find out the implied meaning.
- 2). To find out why is the flouting maxim used in *Tante Pinky's* forum

1.4 Significance of The Study

By doing this research, the writer hoped that this study will give more understanding for other students who are interested to learn flouting maxim and exploring the theory of cooperative principle.

1.5 Definition of Key Terms

- ♣ Cooperative Principle :
Cooperative Principle is make your conversational contribution such as 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).
- ♣ Flouting maxim : Flouting maxim is the speaker fails to observe the maxim (or maxims) as a means of prompting others to look for a meaning which is different from (Archer 2012, p. 52)
- ♣ Implicature :
Implicature is to account for what speaker can imply, suggest, or mean, as a distinct from what the speaker literally says (Yule, 1983, p.31).

- ♣ *Provoke* :
- Provoke* is free monthly magazine which is distributed in more than 200 high schools in Jakarta, Bandung and Surabaya (www.provoke-online.com)
- ♣ Magazines :
- Magazines are issued at regular intervals either weekly, fortnightly, monthly and quarterly (McLoughlin 2000, p.1).
- ♣ *Tante Pinky* : *Tante Pinky*
- Pinky* is a widow who has young soul. She helps the reader's problems in her forum (www.provoke-online.com).
- ♣ Maxim : Maxim
- is sub principles on co-operative principles (Paltridge 2006, p.62).