CHAPTER I

INTRODUCTION

1.1. Background of The Study

Nowadays, internet is one of the communication device used by people. It is the new innovation in communication where people can create relationship from different parts of the world. Thus internet and its technology give benefit for human life. By using the internet, people can share idea and information easily although they are separated by distance and time.

One popular feature of internet is chat program. The chat program allows people to have conversation in the internet. According to Crystal (2005, p. 130), chatgroup can be divided into two, synchronous group and asynchronous group. The synchronous group allows the user to join the ongoing conversation in real time, for example instant messenger, while the asynchronous group allows people to join the conversation not in the real time, for example e-mail. Some chat programs available on the internet such as Internet Relay Chat (IRC), AOL, Instant Messenger (IM), I Seek You (ICQ), MSN Messenger, Yahoo! Messenger (YM), and more.

Chat is a kind of conversation which is done in a particular way. It is appear as the result of technology (Crystal, 2005, p. 30-31). It is a new method of communication where people can talk without having to see each other face. The users type the talk in a box and then send it to the recipient. The message will be sent via computer unidirectional. The messages are typed at a time, but it does not

arrive on the receiver screen at that time. It will arrive if the messages are finished to be typed and sent it to the receiver. As the interaction between two or more people happens directly, the feedback might be given in the same time because there is a time lag or time delay while people receiving and sending message.

Chat is characterized as face-to-face communication, but it happens in the virtual world. Here, people do conversation together in the same time but in the separated place, and they can not see each other. Chat can also be described as a kind of written conversation. The chatters only type the "talk", but they can not show and see the expression. Chat functions as a place where people can meet each other and find more friends to enlarge the link. It is also a place to share informations. Moreover, chat can help people to reduce the mobile phone bill because it costs cheaper than sending short texts or even call. Since chat room is used as a media to meet new friends, many people intentionally use it to find dating friends.

One of the most popular chat programs that will be the focus of this analysis is Yahoo! Messenger (YM!). The writer chooses to use Yahoo! Messenger as her focus because it is easy to use and many people prefer to use Yahoo! Messenger than other chat services. Yahoo! Messenger is one of a great ways to chat with people from all over the world about everything without having to see each other. Yahoo! Messenger is a chat provider served by Yahoo!, and can be used by people who have Yahoo! identity. Practically, YM! has the same idea with another chat program such as MSN Messenger, MIRC, IRC, and others, but the difference here is Yahoo! messenger is more personal if it is compared with

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another chat programs, so it will build a kind of closed conversation (Crystal, 2005, p.141).

Pragmatics is concerned not with language as a system or product per se, but rather with the interrelationship between language form, (communicated) messages and language users (Charles Morris, 1938 : 30). A communication is successful to the extent that the sender and the receiver pair signals and messages in the same way.

Generally, pragmatics is concerned with the study of the meaning that linguistic expressions receive in use. It explains how the participants in dialogue move from linguistics encoded meaning of the words and phrases to a grasp of their meaning in context.

People used words in their language to communicate with others. In using language, Grice (1975) founded a theory or guidelines for the efficient and effective use of language in order to be cooperative between the speaker and the hearer. The guidelines are called as "maxim of conversation" which has four types of maxim:

1. Quantity : Make your contribution as informative as is required, and do not make your contribution more informative than is required.

2. Quality : Do not what you believe to be false

3. Manner : Be brief, avoid ambiguity

4. Relevant : Be relevant

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The focus of this study is the Cooperative Principle proposed by Paul Grice. Grice suggested that the speaker follow those maxims to have an effective conversation. He demands the speaker to utter their sentences effectively and efficiently to help the hearer notice the literal meaning. When the speaker violating the maxim, his or her utterance is intentionally not cooperative with the topic conversation, however, the speaker wants to imply something to the hearer through violating the maxim. Regarding to Lakoff (1973, cited in Guy Cook, 1989 : 33), the principles is conducted to maintain social relationship.

This study is only focused in conversation which is happened in Yahoo! messenger. As what the writer discussed above, Yahoo! messenger is one of the chat services which is used by many people. The conversation occurs in the chat happens in many ways, and sometimes some of those conversation are not going with the rules, and sometimes the participants are going to disobey the rules. This is what Grice called as violating maxim. From the chat log, the writer finds much kind of violating maxims occurs in the conversation, for example:

(1)   Neea (juz_for_neea)   : hehehe ak lupa ngucapin selamat…
                               [hehehe I forgot to say congratulation…]
(2)   Neea   : selamat selamat selamat
                               [Congratulation congratulation congratulation]
(3)   Neea   : teruskanlah..teruskanlah..*hayaahhh
                               [Go ahead..go ahead..*hayaaahhh]
(4)   Kelly (kelly_charenina) : haah..mau tu2p
                               [Haah..it is going to close]
(5)   Neea   : ap'a?
                               [What is going to close?]
(6)   Neea   :
                               [confusing]
(7)   Kelly   : aq biz maem dawet
                               [I have just eating the *dawet*]
(8)   Neea   :
                               [angry]
(9)   Neea   : bisulen km K,g bagi2

		[I hope you'll get a sore because you don't share it with me]
(10)	*Neea*	: 😁
(11)	*Kelly*	: *ak kan g mkn tel0rpuyuh* *[I don't eat *telur puyuh*]*
(12)	*Neea*	: *dawet'a it yg bikin bisulen* 🤭 *[The *dawet* will cause the sore]*
(13)	*Kelly*	: *dawet isi bisul?* *[*dawet* fills with sore?]*
(14)	*Neea*	: *naaaaaaaaaaaaaaaahhhh* *[naaaaaaaaaaaaaaaahhhh]*

The example above is one of the violating maxim occurs in chat log. The conversation is one of the examples of violating the maxim of relevance done by the participant.

1.2. Statement of the Problem

The writer conducted this study to answer these following questions:

a. What maxims are violated in Yahoo! Messenger's chat log?

b. Which maxims are mostly violated in Yahoo! Messenger's chat log?

c. What are the purposes of chatters to violate the maxim in Yahoo! Messenger's chat log?

1.3. Objective of the Study

In analyzing the violating maxims appear in Yahoo! Messenger's chat, the writer applied the theory of Cooperative Principle based on the framework proposed by Paul Grice. By using the Cooperative Principle, this study is intended:

a. To find the violated maxims in Yahoo! Messenger's chat log

b. To find the mostly violated maxims in chat log

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    c. To find the effects given by the violated maxims in chat log

1.4. Significance of the Study

This study is expected to give contribution to linguistics studies, especially in Cooperative Principle, which is also compatible for analyzing the conversation in chat. Furthermore, this study is also expected to give an understanding for readers about the maxims and its flout that is represented in Yahoo! Messenger.

1.5. Definition of Key Terms

- Internet : Global connection of hundreds of thousands of public and private computer networks by means of public exchanges, that is nodes, gateways, and computer centers using the TCP or IP protocol; both broadband and narrowband connections are available (Wilbur Schramm, 1994).

- Internet chat : Communication way for people to have direct communication with other people by typing the text in the text box which can be seen by the receiver immediately (Crystal, 2005, p. 29).

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- Cooperative principle   : A set of principles and norms that creates to guide the communication behavior (Levinson, 1983, p. 101).

- Maxims   : General principle to underline the efficient use of language, and which together identify general cooperative principle (Grice, 1975).

- To violate a maxim   : The term where the participants disobey the rules of communication issued by Paul Grice (Fasold, 1980, p. 130).

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