CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is the product of culture (Duranti, 1997). It means that language is not only as a mode of thinking, but also as a cultural practice. The development of a language frequently affects its associated culture. Besides, people and living practices in each culture influence the language. In addition to be a means of communication, language is also used to support both the performance of social identities and human affiliation within a culture, social group and institution (Gee, 2005, p.1).

Every region has different characteristics of language. People usually express their pride of the region where they live by means of a language. It is not only expressed in the mainstream media (newspaper, magazine, film, music) but also in another form of media, such as sticker, pin, and T-shirt. The presence of T-shirts in Indonesia evolved around the early 1970s (Wahyono, 2003). These forms were still conventional, such as white-colored, made from thin and smooth cotton, tightly attached to the body, and only for men. White-colored shirts that were given the vignette drawings became fashionable among Indonesian youngsters that time. Yet, the vignette was gradually shifted by colorful writings such as screen printing.

Every region in Indonesia has typical characteristics of their T-shirt products, for example, Bali with *Joger* products, Jogja with *Dagadu*, Bandung

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with *Dadung*, and especially Surabaya with its C*ak Cuk*. *Cak Cuk* is a local product of garments from Surabaya popularly known as the representation of Surabaya culture. It was established on November 10, 2005 and has become well-known among Surabaya society (Sejarah *Cak Cuk*, 2005). According to the manufacturer of *Cak Cuk* products, Dwita Roesmika, *Cak Cuk* products were inspired by Dagadu products from Jogjakarta (Yusman, 2011). He explained that he produced *Cak Cuk* because of the lack of typical souvenir in Surabaya. Hence, he wanted to make something that really represents Surabaya.

Cak Cuk often uses historical places and special characters typically representative to the history and social phenomena in Surabaya as the designs. The designs generally contain moral messages, satires and social criticisms to the existing conditions both in Surabaya and Indonesia. The characteristics of the term used by *Cak Cuk* Surabaya T-shirts accordingly show that the words have a particular meaning. Thus, the writer is interested in analyzing more about the expressions on *Cak Cuk* Surabaya T-shirts.

The difference between *Cak Cuk* Surabaya T-shirt and other products in Indonesia is on the words and the designs. For instance, the producer of *Cak Cuk* Surabaya T-shirts is courageous to show Dolly, popularly known as the red light district in Surabaya, through the word and picture used on the design. The designs used on *Cak Cuk* Surabaya T-shirts mostly consist of unique and funny words. Thus, people will directly laugh when they see the images or read the words used on the designs (Yusman, 2011). As commonly known, something that makes someone laughs or smile is called as humour. Humour has a high profile in our

society. It is influential from political satire to joking as a way of establishing friendships and excluding others (Ross, 1998). Thus, most designs on *Cak Cuk* Surabaya T-shirts contain humour (Yusman, 2011).

Another characteristic on *Cak Cuk* Surabaya T-shirts is the words used on the designs, which are mostly in informal forms. People not only have to understand the words used, but also the background knowledge behind them in order to consider the context of the designs. Here, the interrelation between the text and the picture of the design conveys certain communicative meaning for the readers to interpret. As a result, it helps the readers to understand the context of the design that will consequently help them to comprehend the meaning.

Based on those assumptions, the writer uses pragmatics approach as an analytical tool. Pragmatics is the approach in linguistics which involves the relation between the language used and the context (Brown and Yule, 1983, p.26). In addition, pragmatics is the subject concerned with the study of meaning as communicated by a speaker or writer and interpreted by listener or reader (Yule, 1996, p.3). When the listener hears something, he or she has to firstly assume that the speaker is cooperative and intends to communicate something. It must be more than just what the words mean. It is an additional conveyed meaning, called an implicature (Yule, 1996, p.35). The term implicature is used by Grice to account for what a speaker can imply, suggest or mean, as distinct from what the speaker literally says (Brown & Yule, 1983, p.4).

Grice developed a theory designed to identifying and classifying the phenomenon of implicature. He also sought to describe how such implicatures are

understood. Grice assumed a general Cooperative Principle and four maxims (*Quantity, Quality, Relation, and Manner*) specified on how to be cooperative. It is a common knowledge. He argued that people generally follow these rules for efficient communication (Grice, 1989, p.26). Moreover, Grice claimed that the guidelines are not only applicable in a spoken communication that involves speaker and listener, but also in written communication involving writer and reader (Levinson, 1983, p.102).

The connection between the Cooperative Principle and maxims occurs when a participant in a talk exchange may fail to fulfil a maxim in various ways, one of them is the flouting of maxim. According to Grice (1989, p.30), the speaker may flout a maxim in circumstance of speaker may blatantly fail to fulfill it. The speaker may flout a maxim because he or she has the reason or interest. Unlike someone who is simply violating a maxim, someone who is flouting a maxim expects the listener to notice.

The first study on pragmatics is conducted by Purwanti (2006) entitled *Analisis Wacana Plesetan pada Kaos Dagadu Djokdja* (*Kajian Pragmatik*). She analyzes the use of "plesetan" language on the design of *Dagadu* products. She uses the theory of speech act and Cooperative Principle. She examines that *Dagadu* designs have a unique principle of forming strategies that contain some pragmatic phenomena. The second study is conducted by Chen (2011) in her research entitled *The Pragmatics Analysis of Fuzziness in Advertising English.* She focuses on the fuzzy expressions in advertising English to recognize the ultimate goal of advertising from the prespective of pragmatics.

The third related study is conducted by Khosravizadeh and Sadehvandi (2011) in their research entitled *Some Instances of Violation and Flouting of the Maxim of Quantity by the Main Characters (Barry & Tim) in Dinner for Schmucks*. They analyze the extent to which the maxim of quantity is either violated or flouted by two main characters in a movie "Dinner for Schmucks". The last related study is by Primajaya (2012) in his research on *The Study of Implicature in Cartoon Books*. He analyzes the flout of the maxims of Cooperative Principle in cartoon books *"Dari Presiden ke Presiden"*.

From the background of the previous studies, the phenomenon of flouting the maxims of Cooperative Principle can be considered essential in investigating the relation between language used and the context. The four related studies above show that the study of Cooperative Principle constitutes a topic widely open for more exploration. The differences between this study and the research conducted by Purwanti, Chen, Khosravizadeh and Sadehvandi, and Primajaya are in terms of the object and the objective of the study.

In this study, the writer is interested in finding out the flouting of maxim on *Cak Cuk* Surabaya T-shirts. The writer uses Grice's theory of implicature and Cooperative Principle (1989). In particular, the writer attempts to describe the expressions of the designs on *Cak Cuk* Surabaya T-shirts which flout the maxims of Cooperative principle, the implied meaning of the flouted maxims, and the reason why the flout of maxim occurs in the expressions.

This study is aimed at showing that Grice's implicature theory provides explicit description on the meaning, rather than what is literally conveyed. It is

also proper to explain the phenomenon of conveying the moral message, satire and social criticism to the existing conditions in Surabaya through the designs on *Cak Cuk* Surabaya T-shirts. This study is expected to give contribution for other researchers in conducting deeper analysis.

1.2 Statement of the Problem

Based on the background above, the writer formulates the problems as the following:

a. What expressions flout the maxims of Cooperative Principle of *Cak Cuk* Surabaya T-shirts?

b. Why does flouting of maxims occur in the expressions of *Cak Cuk* Surabaya T-shirts?

1.3 Objective of the Study

Based on statements of the problems above, the objective of the study includes:

1. To find out the expressions which flout the maxim of Cooperative Principle of *Cak Cuk* Surabaya T-shirts. In addition, it also attempts to find out the implied meaning since flouting the maxim gives rise to implicature or implied meaning.

2. To find out the reasons why the flouting of maxim occurs in the expressions of *Cak Cuk* Surabaya T-shirts.

1.4 Significance of the study

This study is expected to give contribution on the development of linguistic field study, especially the study of Pragmatics analysis. It also may give new knowledge and understanding to the readers who are interested in the study of Cooperative Principle and implicature. Besides, the writer also expects that this study can be a meaningful reference for further studies on the same subjects, especially for English Department students.

This study is intended to tell the readers that T-shirt designs can be the media for conveying the moral message, satire and social criticism, as done by the designs on *Cak Cuk* T-shirts to the existing conditions in Surabaya.

1.5 Definition of Key Terms

The writer deems it necessary to provide description of technical terms in order to avoid misunderstanding. These are technical terms mostly applied in this study:

- Pragmatics: the study of meaning as communicated by a speaker or writer and interpreted by a listener or reader. It necessarily involves the interpretation of what people mean in particular context (Yule, 1996, p.3).
- Cooperative Principle : contribute to what is required by the accepted purpose of the conversation (Grice, 1989, p.26).

- Implicature: anything inferred from an utterance must be more than just what the words mean. It is an additional conveyed meaning (Yule, 1996, p.35).

- Maxim: most assumptions of cooperation are so pervasive that they can be stated as a Cooperative Principle of conversation and elaborated in four sub-principles (Yule, 1996, p.37).

- Flouting maxim: the speaker may blatantly fail to fulfill the maxim; on the assumption the speaker is able to fulfill it. This situation is one that characteristically gives rise to implicature (Grice, 1989, p.30).

- *Cak Cuk* Surabaya T-shirts: the written and picture forms of media that utilize the phenomenon of language such as words, phrases, and sentences in the form of T-shirts (Sejarah *Cak Cuk*, 2005).