

CHAPTER I

INTRODUCTION

1.1. Background of the study

Nowadays information is something valuable but easy to get. This is due to the increasing amount of media that offers actual information. One of the media that offers actual information is newspaper. Newspaper is the summary of the news in the form of printed media as communication tool to the society (Tebbel, 1997). It means that newspaper is allocated to public interest.

There are many newspapers published every day. Somehow, they are intended for certain readers (Reah, 2002). This indicates that the way they inform the readers is different. One of the newspapers that spreads in Indonesia is *Kompas*. Nielsen in Media Research in 2007 identifies the total number of *Kompas* readers which is about 1.664.000 people. In 2010, *Kompas* also achieved the runner up of using Indonesian language in the newspaper after *Koran Tempo* (www.nasional.kompas.com). In other word, the language that is used to inform the readers in *Kompas* is formal language.

Kompas provides several columns on its pages which consist of headlines, international news, domestic news, opinion, education and culture, science and technology, sports, advertisement and entertainment. Commonly, it also appears that *Kompas* has particular small columns which are parts of bigger column. Small columns in the newspaper are usually easy and light reading, such as

discourse corner, job vacancies, caricature, and advertisement. Focusing on the discourse corner, this is one of the small columns that criticizes the actual issue.

One of the small columns in *Kompas* is a discourse corner namely *Pojok Mang Usil*. According to Wijana (2009), discourse corner is a particular discourse's column in which it is located in one of the corner pages of the newspaper. In general, this discourse consists of two parts; they are situation and criticism. The situation part is the explanation about the phenomenon, the booming issue, the opinion or the policy of the institution or government. Furthermore, the criticism part is the comment toward the situation.

One of the columns in *Kompas* that provides a statement toward the situation about the booming issue in the form of situation and comment is called *Pojok Mang Usil*. This column is usually located in the right bottom side of *Opini* headlines in *Kompas*. *Kompas* uses *Mang Usil* as a name of column. It means that newspaper criticizes indirectly toward certain side which differs from the norm. The first word *Mang* in the word *Mang Usil* in Indonesian dictionary (KBBI) is called for men whose age peers to uncle. Then the second word *Usil* is Indonesian language which in English is 'annoying'. In one edition, *Kompas* has one *Mang Usil* column which is published from Monday to Saturday. One edition of *Mang Usil* consists of four different discourses. Focusing on this column, *Mang Usil* pursues the reader to think about the serious problem, such as politics, social, economy, culture and technology. However, most of the topics of this column are about politics. Hence, the comments could be thoughtfulness, sympathy, empathy, agreement, disagreement or suggestion. It is probably because the comments have

purposes. Therefore, the sharpness of the comments is softened so that the comment does not directly point out to the target (Wijana, 2009). In other word, the comment is not obvious for whom it is aimed for.

In the *Pojok Mang Usil*, the sharpness of the comment is softened by the polite and humorous gambit. This indicates the indirect speech act used in the language of *Mang Usil*. Since the language used in Kompas is formal language, thus it means language that is used in the comment of *Mang Usil* is polite, logically hard to understand and force the readers to think first before they get the sense. It shows that the comment has something more than just what the comment means which is implicature (Yule, 1996).

Nevertheless, the readers of *Pojok Mang Usil* will understand the comments are directed to whom by reading and keeping abreast of the news. For this reason, the comment of *Mang Usil* cannot be understood literally which means this is implicature (Reah, 2002, p. 107). In this case, when the listeners hear the expression, they first have to assume that the speaker is being cooperated and intends to communicate something. Somehow, when an utterance contains implicature, it should be treated as a pair of sentence and a context (Levinson, 1983, p. 104). It means that the utterance of implicature depends on the context.

The booming or up to date issue that is criticized by *Pojok Mang Usil* is usually included in that news too. Thus, if the people do not get the sense of the comment of *Pojok Mang Usil*, they can read the news first. Here, interrelated texts

of column convey certain communicative meaning for the reader to interpret.

Consider the example of *Pojok Mang Usil* Column:

**Karena terlambat, ujian nasional di 11 provinsi ditunda.
*Naskah soalnya tidak bisa jalan sendiri, sih!***

(Taken from Kompas on Tuesday, April 16th 2013)

Based on the example above, the context is the delay of scripts of final exam in 11 provinces because the Ministry of Education and Culture does not work professionally. The complete comment, *Naskah soalnya tidak bisa jalan sendiri, sih!* or the script cannot walk itself, is unnatural. In fact that the scripts are not human which have a foot to walk and they will be on time. Therefore, *Mang Usil* contributes to flout one of four cooperative principles which is in maxim of quality. Flouting maxim of quality has a purpose to make a humorous effect.

The comment above has a purpose to criticize toward the delay of scripts of final exam. Therefore, focusing on the phrase *tidak bisa jalan sendiri* or cannot walk itself is aiming to satirize the performance of Ministry of Education and Culture. It means that the performance of Ministry of Education and Culture is bad. In this case, it shows that the corner column uses the implicature in the way they comment the situation.

In this study, the writer analyzed conversational implicatures and cooperative principles found in discourse corner using the theory proposed by Grice. According to Levinson (1983), Grice classifies the guidelines of four basic maxims of conversation, which express a general co-operative principle. These principles are: maxim of quality, maxim of quantity, maxim of relevance and

maxim of manner (Grice, 1989, p. 26). Sometimes conversations are followed by Grice's principles, possibly sometimes the conversation may be broken by the participant by flouting one of Grice's principles. This would be flouting of the cooperative principle.

Someone might be uncooperative in conversation, for example they do not want to tell clear information or maybe they just hate the topic of the conversation. However, in most conversation, it is safe to assume that both participants are trying to be cooperative. This assumption explains that we can find the meaning in statements which probably seem ridiculous, untrue or unrelated (i.e. irony, sarcasm, metaphors and others). Therefore, the phenomenon of conveying social criticism through corner column is interesting because it can be communicated through implicatures.

The comment of *Mang Usil* is one of the examples of flouting maxim and implicature phenomena. There have been two studies related to the implicature. The first study is conducted by Novariyanto that entitled "Study of Implicatures on Creatips as One of a Mild Cigarette Advertisement" in 2009. Novariyanto (2009) applied Grice's theory of implicatures as its analytical tools. He analyzed Mild Cigarette advertisement based on the cooperative principle and the types of implicatures that commonly occur. The result of the study shows that there are two types of implicatures that occur in twelve tips of A Mild Advertisements: eight tips that are particularized implicature and four tips are categorized generalized implicature.

The second study is the thesis of Primajaya (2012). In Primajaya's thesis namely "A Study of Implicature in Cartoon Books entitled *Dari Presiden ke Presiden*", he analyzed the characters' utterances in cartoon book. He also applied Grice's theory of implicature as its analytical tools. In his study, he found that there are some maxims flouted in ten data. He proved that cartoon books can be also analyzed by using terms of cooperative principle and implicature.

In the theory of implicature, it shows that utterances in spoken or written text have implied meaning. Hence, they depend on the context in order to figuring out the ambiguities (Mey, 2002). Previous studies have provided some evidences of conversational implicature through the written conversation. The study that is conducted by Novariyanto (2009) proves that advertisement can be analyzed by using terms of conventional implicature and the cooperative principle. Then the second previous study (Primajaya, 2012) proves that the small column of the newspaper can be also analyzed by using terms of implicature. Therefore, it is interesting not only to identify the cooperative principle in discourse corner, but also identify the implied meaning.

Based on explanation above, the writer chose a discourse corner that was taken from *Pojok Mang Usil* in *Kompas* newspaper as the object of this study. The writer selected discourse corner based on small column which easy and light reading that criticize actual issue. Therefore, it is hard to understand for the readers if they are not reading and keeping abreast of the related news. In addition, by reading the discourse corner, the readers might see the implied meaning used in small column, in this case *Pojok Mang Usil*.

1.2. Statement of the problem

Based on the background of the study above, the writer intends to analyze the flouting of maxim of *Pojok Mang Usil* in *Kompas* newspaper and its implicature. The statements of the problem are:

1. What maxims of Cooperative Principle are flouted in *Pojok Mang Usil* column?
2. What is the implied meaning in *Pojok Mang Usil* column?

1.3. Objectives of the study

Based on the statements of the problem, the objectives of study are formulated as follows:

1. To analyze utterances which flout maxims of cooperative principle in *Pojok Mang Usil* column.
2. To analyze the implied meanings which are found in *Pojok Mang Usil*.

1.4. Significance of the study

This research attempts to provide a real description about the usage of the implicature in the column *Pojok Mang Usil* in *Kompas* Newspaper. The readers of *Pojok Mang Usil* column might not understand the message, criticize and react towards the implicit meaning there. Therefore, it is necessary to investigate the message or the meaning in the column.

Theoretically, the purpose of this study is to show that Grice's theory of implicature which explain the phenomenon of conveying criticism toward the discourse corner, particularly in *Mang Usil*, is applicable in the term of discourse corner. Practically, the writer hopes that this study is able to be a useful reference for the students of English Department who are interested in pragmatic researches, especially in conversational implicatures. Thus, the students will understand more and will be able to enrich their knowledge about implicatures.

1.5. Definition of key terms

1. Conversational Implicature : something which is implied in conversation that deals with a regularity that could not be analyzed in simple syntactic or semantic rule, (Mey, 2002).
2. Flouting of maxim : flouting a maxim of Cooperative principle that a speaker have a purpose of implicating information (Grice, 1989)
3. Discourse corner : a particular discourse's column which is located on one of the corner pages of the newspaper which consists of two parts; the situation and the comment (Wijana, 2009).

4. Kompas

: a newspaper which is published every day by PT Kompas Media Nusantara, its content columns are about politics, economy, sport, education, culture, properties, tour information, etc. (www.kompas.com).

CHAPTER II

LITERATURE REVIEW