

CHAPTER I

INTRODUCTION

In this chapter, the writer presents some points related to this research. These points cover background of the research, research problems, research objectives, significance of the research, scope and limitation, and definition of key terms.

A. Background of the Research

Language has a role as a media or tool which is used to communicate among people. A good communication happens if all participants cooperate in which both addressor and addressee understand what they are talking about, not only in the level of literal meaning, but also its the intended meaning.

There are a lot of utterances that the meanings are not explicitly conveyed. As Chojimah (2015:21) stated that what the speaker said is not necessarily what is meant. In addition, according to Griffiths (2006:3), human communication with language is not like pressing button on a remote control and then directly affect the circuits in a TV set, rather it requires active collaboration in both participants. If there is a misunderstanding between speaker and hearer, the message or information will not be conveyed. In some situations, for a certain reason, people may implicitly deliver the message they are going to say. Therefore Griffiths (2006:3) said that people who become an addressee, they have a task on trying what messages which speaker or addresser wants to convey. In other side, the addressor has a task to consider what needs to be written or said in order to allow for the addressee recognizing the message

that the addressee want to communicate. To avoid misunderstanding among participants, it is important for the people to relate the linguistic context and the situational context. In which linguistic context refers to the meaning of the words. While situational context includes speaker, hearer, the physical environment, the subject of conversation, the time of the day, and many others (Fromkin et.al, 2003:208).

As stated previously, all participants have to cooperate in order to make a good communication as well as possible. In formal conversation, cooperative principle by Grice is still relevant to be applied (Sari, 2013:179). Grice in Sari (2013:179) stated that the he would like to use the language as effective as possible as represented in the maxims. In other words, the cooperative principle is needed to convey the relation between the meaning and the utterance easily. Yet in some cases, people may not fulfill the maxims of cooperative principle. This phenomenon is easily found in human's daily communication, including movie.

Movie is one form of human's symbolic expressions. It can be used as the suitable media to understand people's conversation since it resembles the real world of human which is inspired by human, made by human, and played by human (Fatmawati, 2015:3). As the result, analyzing the cooperative principle performed by the player in a movie can represent an analysis of cooperative principle used by people in their daily life. It is just like the Hollywood movies. One of them is *Pitch Perfect* sequel directed by Elizabeth Banks. It was released in 2012 and three years later *Pitch Perfect 2* was released

in April 2015. The consideration of selecting *Pitch Perfect 2* as the subject of this study is: since it belongs to musical comedy film, hence it is hoped that there will be many utterances which fail to observe the maxims of Cooperative Principle in order to make the comic effect.

This movie told about women a cappella group, the Barden Bellas, who faced a humiliating accident while performing at Barack Obama's birthday in Kennedy Center. Because of this accident, the Barden Bellas were suspended by governing body from competing at the collegiate level. Yet, they were not agree with this decision. Beca, one of Bellas, argued that it was not fair. She thought that it was an unexpected accident and they have apologized for it. She then made a deal whether Barden Bellas won the world competition, the governing body would reinstate them. In the middle of Barden Bellas' effort to win the world a cappella championship, Beca was trying to open up her career in producing music. Unfortunately, when Beca had a chance to show her demo samples to her her boss, Sammy, he was disappointed with her work. He then gave Beca another chance to show her original content. Because of her both careers, Beca was becoming stressed. In the end of the story, after Chloe took the Bellas to retreat, led by Aubrey Posen and to regain their harmony, they finally won the championship and repaired their damaged reputation.

Beca's internal conflict which made her under the extreme pressure, influence her in being cooperative while talking to other Bellas. It can be seen on the two excerpts of Beca's utterance below:

Excerpt 1

Sammy : Uh, what do you do here?

Beca : I just get coffee and burritos and stuff.

Excerpt 2

Chloe : What can be more important than this?

Beca : Nothing. Forget it!

In those excerpts, first Beca directly answered Sammy's question. It is different from the second excerpt, where Beca did not answer Chloe's question, rather she tried to conceal something to Chloe. Beca did not tell to Chloe what she was doing recently yet. She was afraid if Chloe knew this news, she would get angry to her for Beca did not focus to win out the World Championships of A Cappella. These two examples are interested to be analyzed, in which people sometimes may fulfill the maxims of Cooperative Principle, but in a certain situations they did not.

Related to this phenomenon, Beca's utterance did not fulfil the maxims of Cooperative Principle may produce an awkward situation. Further, it is doubted that it will interrupt the communication to run well. The non-observance maxims which performed by someone can create a pause in the middle of the communication. Therefore, studying this kind of topic is interested to be done since it will help people of how to make the communication run well and avoid the awkward situation.

The topic of cooperative principle is actually popular for the linguists, students of university moreover. It is just like a thesis of Prasetyo entitled *The Flouts of Grice's Cooperative Principle: The Case of Verbal Humor in Srimulat and Parents' and Children Use of Cooperative Principle in Despicable Me 2* by Wijiyanti. Both of these two papers and this study are in

the same umbrella. All of them are discussing about the implementation of the maxims of Cooperative Principle proposed by Grice. However, this study has some differences in some aspects. First, the subject of this research is different from the previous studies. Second, this study neither discussed all of the types of Cooperative Principle (whether it was observed or not) nor discussed only a part of it. Rather it focused on the types of non-observance of Cooperative Principle's Maxims performed by the selected subjects in the movie being discussed. Third, the researcher also used the theory of Illocutionary Act by Searle in order to strengthen the result of analysis. Hence, although the topic of this research has ever been studied, however it has some ideas which made it different from other studies.

Finally, the topic about non-observance maxims of Cooperative Principle proposed by Grice is worth conducting since by studying this topic, it will help people to be more sensitive in interpreting someone utterances in any kind of situations. Moreover, if this topic is not studied, it is doubted they will be confused of how to communicate well when they face a difficult situation. Hence, the study of non-observance maxims of Cooperative Principle performed by The Barden Bellas in *Pitch Perfect 2* is interested to be done. By analyzing how someone uses the cooperative principle in any situations, there will be known how to communicate well with others.

B. Statement of Research Problems

Based on the background stated above, this study was conducted in order to answer the following questions:

1. What are the types of non-observance maxims of Cooperative Principle performed by the Barden Bellas in *Pitch Perfect 2* movie?
2. What are the hidden meaning of non-observance maxims of Cooperative Principle performed by the Barden Bellas in *Pitch Perfect 2* movie?

C. Objective of the Research

The purpose of this study related to the research problems were:

1. To identify the types of non-observance maxims of Cooperative Principle which are performed by Barden Bellas in *Pitch Perfect 2* movie.
2. To identify the hidden meaning of non-observance maxims of Cooperative Principle performed by Barden Bellas in *Pitch Perfect 2* movie.

D. Significance of the Research

The significance of this research is to carry out the non-observance maxims of Cooperative Principle, covering the opting-out maxims, violating maxims, and flouting maxims performed by the Barden Bellas in *Pitch Perfect 2* movie. Theoretically, this study is hoped, first, giving an additional source to the study of pragmatics especially in conversational implicatures and speech act. Then, identifying through analysis of how the maxims in cooperative principles are failed to be observed and what implicature of utterances that implied by the addressor to convey.

Practically, this study has some contributions. First, it can be used as the reference for the teacher or lecturer to teach about Cooperative Principle and Illocutionary Act. Second, the readers get more understanding about how to communicate well. Third, the readers will understand that interpreting people's utterance is not only from analyzing the linguistic context but also the situational context.

E. Scope and Limitation

The scope of this study is to overcome problems of identifying of, first, non-observance maxims of Cooperative Principle covering opting-out maxims, violating maxims, and flouting maxims. Second, identifying the situational context which happened, the strategy which is used, and the function of the utterances using Searle's theory of Illocutionary Act to seek out the hidden meaning of non-observance maxims of Cooperative Principle performed by the Barden Bellas in *Pitch Perfect 2* movie.

There is also a limitation in this study, especially in analyzing the hidden meaning of the utterances that fail to observe the maxims. Since it only used the theory of Illocutionary Act and the situational context, the reason of politeness principle that may occur behind the utterance were not analyzed yet. By applying this theory, it is hoped that the intended meaning of an utterance that fail to fulfil the maxims of Cooperative Principle can be analyzed deeper from the ethics point of view.

F. Definition of Key Terms

This study deals with some terms related to the analysis of Cooperative Principle by Grice. To avoid misconception, the terms used in this study need to be defined are:

1. Cooperative Principles (CP) are principles that proposed by Grice of how to make a conversation being effective.
2. Observance Maxim: a condition where an utterance obeys or fulfills the maxims of Cooperative Principle covering maxim of quality, quantity, relation, and manner.
3. Non-observance Maxim: a condition in which the maxims of Cooperative Principle in an utterance fail to be fulfilled.
4. Utterances are group of words which have a pragmatics meaning. The meaning does not always depend on the literal meaning, but also the contextual meaning (meaning of the utterances based on the situation while it is delivered).
5. Implicature: an unstated or intended meaning behind someone's utterances.
6. Opting Out/Hedging Maxim: a situation where a speaker signals the addressee how much s/he will observe the maxim.
7. Violating the Maxims is a situation in which the speaker seems not fail to fulfill the maxims or s/he seems to observe the maxims of CP.
8. Flouting the Maxims is a situation where the speaker deliberately fail to fulfill the maxim of cooperative principle.
9. Illocutionary Act: an action which is done by speaker behind the utterance.