

# **CHAPTER I**

## **INTRODUCTION**

In this chapter, the researcher presents introductory of the research. It begins with background of the study as the introduction of theories, and continues in statement of the problem, purposes of the research, significance of the research, scope and limitation and the last is definition of key terms.

### **1.1 Background of the Research**

From the earliest times human have already had a language, however language are created different in spoken but they create the same meaning. Yule states that, they suspect that some type of spoken language develop between 100,000 and 50,000 years ago, well before written language about 5,000 years ago (Yule, 2006:1). According to Amberg and Vause language is foremost means of communication, and communication always takes place within some sort of special context (2014:2). This view is in line with Finocchiaro (in Sastromiharjo), language is a system of arbitrary vocal symbols which permit all people in a given culture or other people who have learned the system of culture to communicate or interact. From those meanings, researcher can conclude that language is the basic system in doing communication, communication it can be spoken or written. Spoken is doing orally by open mouth and written can be a letter, magazine, article, journal, and etc.

Communication is needed in every aspects of life, because human is social group who spent their life in doing communication, they use language to send

messages in others and change information each other. It is cleared by Paltiridge in his book, (2006:24) the ways in which people communication with each other and exchange information will vary according to the group. He also add that, the group might include meetings, newsletters, casual conversation or a range of others types of written and or spoken communication. When people exchange information each other in their activities, it means they do discourse community, “a discourse community is a group of people who share some kind of activity....” (Paltiridge, 2006:24), in addition the activity can be many kind such as a couple of best friend who sharing each other or a secretary and the boss who talk in the office. From statements above, it can proof that language is very important because it is one of the main role in life.

In doing communication, usually someone has to be listener or hearer. When they talk in the group or community it means they do conversation and certainly in the conversation will there some shipping of messages that make a conversation walk fluently, such as in the interview event of news in the television program, a reporter and host will be always by turn took place as a hearer and listener and they will try to catch the messages correctly for making a news as clear as the listeners want. According to Levinson conversation is familiar predominant kind of talk in which two or more participants freely alternate in speaking.... (2008:284). However the participants freely alternate in speaking, the conversation is not always go fluently as the speaker or hearer wants, sometimes will there is a little mistake which some people make. Such as in the group of students, that they spent their time in the canteen, they will always talk in many times and also some of them will not always catch the messages correctly.

Actually in the conversation, there is a co-operative principles, this term was firstly published by H.P Grice in 1975. From this co-operative principle, researcher knows that there is a principle in the general conversation that supposed to make our conversation is clear as people want.

Yule in his book said that speakers and listeners involved in conversation are generally cooperating with each other (1996:35). According to yule's statements it means that, it is possible for speakers and hearers that they do not make a cooperation in the conversations, not make a good sense or meaning for the hearers or speakers. So, although there are some co-operative principles that exist in the conversations almost people still often flouting the principle. May be this happened because when people talk, people always saying the word as they want, they do not think further if they talk each other they are in the principles area of co-operative. Expect that the listener and hearer is a group of student or ex-student that had already studied this field before.

The cooperative principle presents four maxim, they are; maxim of quantity, maxim of quality, maxim of relevance and the last is maxim of manner. And because the research is concerning in the utterance which flouting the cooperative principle, the maxims are called; the flouting maxim of quantity, the flouting maxim of quality, the flouting maxim of relevance and the last is the flouting maxim of manner. And for this research, the researcher uses the conversation in Indonesia television advertisement which in their utterances usually happen flouting of co-operative principle.

Moreover, the term of advertising according to Cook is, advertising can be seen as urging people to consume more by making them feel dissatisfied or

inadequate, by appealing to greed, worry and ambition (2001:2). In addition, Goddard (in Rosdahl, 3:2013) advertisements are forms of discourse which a powerful contribution to how we construct our identities and not only about the promotion of certain branded products or services but also encompass the idea of the text whose intention is to enhance the image of individual, group of organization. From both understanding researcher can conclude that advertisement is part of strategy which is made by companies to persuade listener or viewers and can be in the form of text such as in the newspapers, magazine, catalog, etc, or video such as in the television or web of internet and in the form such as in the radio. Moreover, advertisements can be used as a tool to create the imagine of the costumer also hopefully the costumer can easy to remember their product or services. Thus, it can be stated that, every advertising has each way to create advertising as creative as possible. So the conversation will follow the way of the story even though the utterance will flout the cooperative principle.

As far as researcher's knowledge, researcher that analyze the flouting of conversational maxims in the television adverstiments, in term of discourse analysis theory are still difficult to find. Indeed this kind of research will offer some contribution to English language department related to action research of linguistics. This research therefore is important in terms of linguistics in general action research linguistics in particular.

## **1.2 Questions of the Research**

Based on the things that already discussed above, it can be seen that language advertisements have some unique characteristic that can be analyzed.

From that case, some of these problems need to be solved and also be the topic of discussion in this research.

1. 2. 1 What maxims are flouted in the 10 (ten) television advertisements?

1. 2. 2 How are the maxims flouted in the 10 (ten) television advertisement?

1. 2. 3 What are the possible reasons for flouting the maxims?

### **1. 3 Purpose of the research**

Based on the problems that have been written, then researcher can give some assumptions that can be used as formulation for purpose, these are; to identify what maxims are flouted in the 10 (ten) television advertisements, and to describe how are the maxims flouted in the 10 (ten) selected television advertisements, also to find the possible reasons for flouting the maxims in the 10 (ten) television advertisements selected.

### **1. 4 Significance of the research**

The significant of the study is for students in the language department especially is in the English language department who in the next time do a research in the term of linguistics. This contribution is hoped can give another perspective in doing linguistics analyze and help the study provides a better method for other researchers.

### **1. 5 Scope and limitation**

The scope is limited to discourse analysis. More specifically, this research will apply the theory of conversational maxim by Grice (and some other theories)

related to maxim and there are 10 (ten) television advertisements that will be analyzed. The researcher chooses 10 television advertisements due to those number has already completed to organize this research. Meanline the researcher focus the analysis on the speech utterances in the video advertisements on Indonesian television. The speech are uttered by some actors and actress who play in the advertisement.

## **1. 6 Definition of related term**

### **1. 6. 1 The co-operative maxims**

According to Yule, he states that we have assumed that speakers and listeners involved in conversation are generally cooperating with each other (Yule, 1996:35) and in the cooperating conversation Grice had given principle that is called 'The cooperative principle', in the corporative principle there are four maxims, these are maxim of quantity, maxim of quality, maxim of relevance and maxim of manner.

### **1. 6. 2 Flouting conversational maxims**

From the explanation, maxims should be obeyed in order to create good communication in the conversation. And it will be little bit hard for people whether they can always obey to the maxim when they talk each other. Also, people are always flouting maxims deliberately in the certain situations. The flouting maxims are maxim of quantity, maxim of quality, maxim of relevance and maxim of manner.

### 1. 6. 3 Television advertisement

According to a study done at the *Obafemi Awolowo University in Nigeria*, advertisement is “a promotional strategy designed to encourage purchase, and ideally re-purchase through brand loyalty” (Doe, 2010:1). So, based on the theory, the researcher can conclude that television advertisement is a video that play a story which tell the advantages of product or service’s company with the aim to persuade viewers encourage purchase through brand loyalty by using television as the media.