

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Language is used by human beings to communicate among one another. Language and human cannot be separated each other. Language as a communication mean is necessary to be mastered. Without language, it is impossible for human to communicate and interact with others well. Everyone makes daily activities using language. These activities include talking with friend, listening to teachers, reading assignment, surfing the internet. and Language is one of part of Linguistics.

Linguistics is the study of language. Linguistics discusses many different facets of language, such as form, meaning, structure and context. Linguistics aims at providing theories of natural language. Natural language is a human written or spoken language used by community. The various sub-branches of linguistics concern with how languages are structured, what they have in common, how they are acquired and used, how they change. In linguistics learn about Phonology, Morphology, Semantics, and Pragmatics.

Pragmatics is seen as an understanding between people to obey certain rules of interaction. In everyday language, the meanings of words and phrases are constantly implied and not explicitly stated. In certain situations, words can have a certain meaning. Pragmatics learn how words can be interpreted in different ways based on the context. In pragmatics students study about Deixis, Speech Act, Presupposition, and Implicature.

Implicature is an indirect or implicit which is a process in which the speaker implies and a listener infers. There are types of implicature it is conversational implicature and conventional implicature. Conversational Implicature are the assumptions suggested by the speaker and

inferred by the hearer in an exchange situation. These assumptions are not encoded in the words said but are generated by the interlocutors cooperation to achieve rational communication.

In movie many people often misunderstandings between the listeners and the speaker when the actor talking with the other. Especially the actor don't understand the context and purpose of the conversation. Therefore, the writer finds a problem solutions for conversations that are less understood by the listener and the speaker.

So, Grice's in Pragmatic Lavinson (1983 : 101) *"There are four maxims in cooperative principle it is Maxim of Quantity, Maxim of Quality, Maxim of Relation, and Maxim of Manner.*

Based on explanations above, writer will conduct the study with the tittled : **"An Analysis of Grice's Maxims by The Main Character In Beauty and the Beast Movie"**

## **1.2 The Problem of the Study**

From the background of the study above the problem of the study is :

1. What kinds of maxims are uttered by the main character in Beauty and the Beast movie ?

## **1.3. Objectives of the Study**

From the background of the study above the objectives of the study is:

To find out kinds of maxims uttered by the main character in Beauty and the Beast Movie.

## **1.4. The Significances of the Study**

The significances of this study are divided into two, as follow :

- 1) Theoretically
  - a. The result of the study is expected can be useful to enlarge the study in Grice's Maxims.

b. The writer is expected able to analyzing Grice's Maxims

2) Practically

a. For the writer, that result of this research will be useful who is analyzing Grice's Maxims.

b. For the Students , able to understanding about Grice's Maxims

c. For the Researcher, this research result may help them finding references for further research.

### **1.5 The Scope of the study**

The scope of the study will be limited of Grice's maxims,. they are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. But many the maxims according the other experts. The utterances are taken from the Beauty and the Beast Movie published in 2017. It is directed by Bill Condon.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

#### **2.1 Linguistics**

Linguistics is the study of language. Linguistics is talking about many facets of language such as structure, meaning, form and context, but the facets is divided into some domain of linguistics.

According to Ogden (2009: 1), Linguistics is the formal study of language. Its main sub-disciplines are: syntax, the study of sentence structure; semantics, the study of meaning;

pragmatics, the study of meaning in context; morphology, the study of word structure; sociolinguistics, the study of language in its social context; phonology, the study of sound systems; phonetics, the study of the sounds of speech.

Akmajian, in Hulu's thesis (2001 : 10) said that "linguistics is concerned with the nature of language and communication".

The writer takes the conclusion that Linguistics is study scientific study of human language and linguistics can be broadly broken into three categories or subfields study language from, language meaning, and language in context.

### **2.1.1 Pragmatics**

Pragmatics is a branch of linguistics, which is the study of language. Pragmatics focuses on conversational implicature, which is a process in which the speaker implies and listener infers. Therefore, pragmatics studies language that is not directly spoken instead, the speaker hints at or suggest a meaning, and the listener assumes the correct intention.

Yule (2006:112) Said that Pragmatics is communication clearly depends on not only recognizing the meaning of words in an utterance, but recognizing what speakers mean by their utterances. In many ways, pragmatics is the study of 'invisible' meaning, or how we recognize what is meant even when it isn't actually said or written. Therefore, speakers (or writers) must be able to depend on a lot of shared assumptions and expectations when they try to communicate.

Charles Morris's in Jacob L. Mey (1993:4) stated that pragmatics as the study of the relation of signs to interpreters. It means that we necessary to pay attention to the context that are surrounding the happening of the conversation in order that know of the meaning in the context.

Therefore Mey (1993:6) mentioned that pragmatics is studies the use of language in human communication as determined by the conditions of society. Thus, pragmatics includes the

relevant context, situation and condition, Instead of the meaning of usage. So, in communication have to know the context of communication in order that easier in communication.

Pragmatics is one of the discussions in discourse field which concern with the language as a system, but with how to use language. Leech (1993:8) proposes the pragmatics deals with meaning of utterance in the speaker's point of view. It means that pragmatics is the study of meaning involving the context.

Meanwhile, Yule (1996:3) states that pragmatics is the study of contextual meaning.

Based on the definitions above, the writer can conclude that pragmatics is the study of meaning contained the utterance in context. Therefore, in pragmatic view, to appreciate and to interpret the meaning of a statement or an utterance, one must consider the relation between language and context in which the situation is uttered.

### **2.1.2 Implicature**

An Implicature is something the speaker suggest or implies with an utterance, even though it is not literally expresse efficiently than by explicitly saying everything . Implicatures can aid in communicating more efficiently than by explicitly saying everything we want to communicate. This phenomenon is part of linguistics, a subdiscipline of linguistic.

According to Thomas, (1995: 58) Implicature is To imply is to hint, suggest or convey some meaning indirectly by means of language. So, an implicature is generated intentionally by the speaker and may (or may not) be understood by the hearer.

Sperber and Wilson (1995:182) state that implicature is any assumption communicated, but not explicitly so, is implicitly communicated.

Grice in Brown &Yule book (1983:31) mentioned that implicature is to account for what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says.

- a. Conventional implicature determined by the conventional meaning of the words used.
- b. Conversational implicature which is derived from a general principle of conversation plus a number of maxims which speakers will normally obey. The general principle is called cooperative principle. Grice's four maxims characterize this co-operation: the hearer will assume that the speaker is only saying things that are relevant to the current state of the conversation, giving neither too little nor too much information, speaking truthfully and avoiding ambiguity and obscurity.

Based on the definitions, that implicature refers to what the speaker says, suggested, assumption, and means in an utterance, but communication must implicitly explain not explicitly,

## **2.2 Cooperative Principle**

A Principle proposed by the philosopher Paul Grice where by those involved in communication assume that both parties will normally seek to cooperate with each other to establish agreed meaning. It is composed of four maxims : Quantity, Quality, Relevance, and Manner.

Grice's in Pragmatic Levinson (1983 : 101-103) state that *"Make your conversational contribution 'such as is required, at the stage at which it occurs, by the accepted purpose or direction of the exchange in which we engaged'"*.

In interaction people expect that their interaction can run well, and do not occur misunderstanding. So that is why to get smoothly communication the participant must obey the rules of cooperative principle. Normally information is given as required, truth, stay on topic, and clear. He also argues that in order for a person to interpret what someone else says, some kind of cooperative principle must be assumed to be in operation. Grice suggests that the maxims are in fact not arbitrary conventions, but rather describe rational means for conducting co-

operative exchange.

Grice's description, based his cooperative principle on four sub-principles or maxims, they are:

### **1. Maxim of quantity**

- a. Make your contribution as informative as is required (for the current purposes of the exchange)
- b. Do not make your contribution more informative than is required

### **Example :**

*Wafa : Where will you go?*

*Noni: I will go to Royal plaza*

From that conversation above Noni answers Wafa's question by giving information as required by Wafa. It is not too much and also not too little. So here Noni obeys the rule of cooperative principle.

### **2. Maxim of Quality**

- a. Do not say what you believe to be false
- b. Do not say that for which you lack adequate evidence

### **Example :**

*Wafa: Vira, do you know where is my book entitled Discourse Analysis that written by Brian Paltridge? I forget*

*Vira : I have brought it Wafa, I am sorry did not say to you previously*

Here when Wafa asks about her book that she lost it is caused Wafa has forgotten her book's position. Wafa asks to Vira, In this occasion Vira says that Wafa's book is brought by her. Vira answers the question by saying the truth. That the book really is borrowed. So Vira in this

dialogue obeys the maxim of quality.

### 3. Maxim of Relevance

- a. Be relevant

#### Example :

*Wafa : Zida your clother look so beautiful, where is you buy it?*

*Zida : I bought it in Wonokromo market*

Here Zida's answer is relevant with Wafa's question because zida gives the answer which stays on the topic. So Zida obeys the rule of the maxim of relevance.

### 4. Maxim of manner

- a. Be perspicuous (super maxim)
- b. Avoid obscurity of expression
- c. Avoid ambiguity
- d. Be brief
- e. Be orderly

#### Example :

*A: Where was Alfred yesterday?*

*B: Alfred went to the store and bought some whisky.*

From the example above it can be known that B gives to A clear explanation by saying the position where Alfred was. So here B already obeys the maxim of manner.

## 2.3 Politeness Maxims

Geoffrey Leech (1982:132) states the maxims of the politeness as follows :

1. The tact maxim

Minimize cost to speaker, maximize benefit to other.



Example : Could I interrupt you for a second ? if I could just clarify this then.

## 2. The Generosity maxim

Minimize benefit to self, maximize cost to self

Example : You relax and let me do the dishes. You must come and have dinner with us.

## 3. The Approbation maxim

Minimize dispraise of Speaker, maximize praise of other

Example : John, I know you're a genius-would you please solve this math problem here ?

## 4. The Modesty maxim

Minimize praise of self, maximize the prise of Hearer

Example : Oh, I'm stupid, I didn't make a note of our lecture !

## 5. The Agreement maxim

Minimize disagreement between self and other, maximize agreement between self and other.

Example :

A : I don't want my daughter to do this, I want her to do.

B : Yes, but ma'am, I thought we resolved this already on your last visit.

## 6. The Sympathy maxim

Minimize antipathy between self and other, maximize sympathy between self and other.

Example : I was sorry to hear about your father.

## 2.4 Movie

Today, watching movie becomes one of the daily activities for some people. People may have different purposes in watching movie, such as, for refreshing, adding knowledge, studying foreign language, and understanding foreign cultures. Affordable moreover, it is price for entertainment.

Movie is visualizes a story or dialogue on the screen. A movie is produced by recording images from the world with cameras, or by creating images using animation technique.

Sharon and Weldon, (1997 : 93). stated that A movie or motion picture includes Photographs, diagrams, or pictures in a series which projected in a screen by a projector for process in turning in a screen that cause appereance in screen that cause appearance in screen look natural movement.

## **2.5 Character**

Character is a person who makes up the telling of story. The story cannot be showed without the presence of characters, because the characters have the vital role to work within the telling story. In addition, they can be identified not only the people but also folk, animal and the popular human. The quality characters can be describe by external qualities and internal qualities. External qualities include the character's physical apperance, physical nature, manner of speech and accent, manner of getting dressed, social status, class, education, friends family, and community interest. Besides that, internal qualities include of the background of the characters such as family, environment, occupation, mental characteristic and character's belief.

Henderson ( 2006 : 9 ) stated that "Character refers to the people authors create to inhabit their stories. Character should be believable and consistent. Being believable means not that all characters be like people to have know but they believable in the context of the story. Consistently requires not that the characters remain exactly the same, but that any change in character be sufficiently by what happen to them in a story."

Pickering and Hoeper state, "Character applies to any individual in a movie. For purposes of analysis, characters in fiction are customarily described by their relationship to

plot, by degree of development they are given by author, and by whether or not they undergo significant character change.”

There are two kinds of character according to Robert Di Yanni (2000 :35)

### **2.5.1 Main Character**

Main character is the important figure. It always appears in the whole story as the character is involved in most of the event. Main character is not always one but two and it may dominate in a story, and it is an important figure at the center of the story itself.

### **2.5.2 Sub Character**

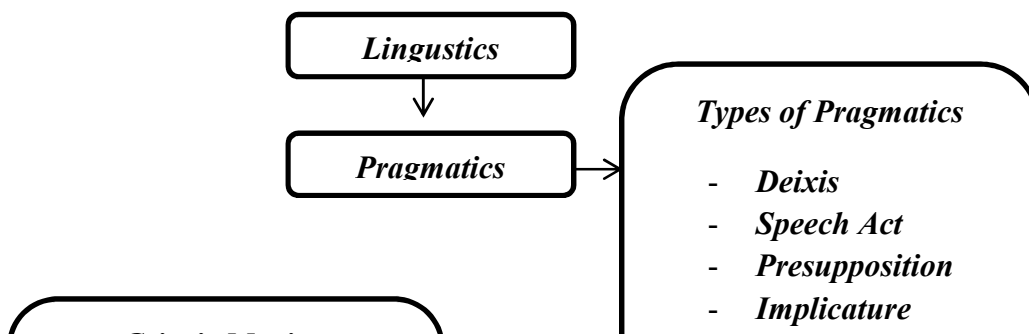
The existence of the main character is fully helped by the others characters; they are sub character. sub character is partly to illuminate their major characters, and they remain the same from the beginning of work to the end.

## **2.6 The Previous of the study**

The writer has found some relevant study to this thesis. The writer evaluation these following relevant studies in attempt to strenghten this thesis.

- 1) The first is a study conducted by Faridah, 2016. Flouting Conversational Maxims Used By Main Characters In “Lie To Me” Movie. Thesis. English Letters and Language Department. Faculty of Humanities. The State Islamic University Maulana Malik Ibrahim of Malang. There two problems of this study. (1) What types of maxims are flouted by main characters in Lie to Me Movie ? (2) What are the reasons of flouting maxims showed by main characters in Lie to Me movie ? the writer applies the theory of flouting maxim by Grice to conduct the research.
- 2) Prakoso, Pandu Dwi. 2017. The Analysis of Grice’s Maxim Found in The “Kungfu Panda 3” Movie. English Department, Faculty of Languages and Arts, Semarang State University. This study is analyzing the Gricean maxim found in the characters utterances found in the Kungfu Panda 3 movie as well as the flouting maxims.
- 3) Nurul Anwar, An Analysis of Conversational Maxim in the Script of the Movie “How to Train Your Dragon 2” English Language Teaching Department Tarbiyah and Teacher Training Faculty Syekh Nurjati State Islamic Institue Cirebon. 2015. This research aims to find out (1) the types of conversational maxims used in the script of How to Train Your Dragon 2, (2) the factors influence the types of conversational maxims used in the script of How to Train Your Dragon 2, (3) the occurrence of the violation of conversational maxims in the script of How to Train Your Dragon 2.

## 2.7. Figure of Conceptual Framework



**“An analysis of Grice’s maxims by the main character in Beauty and the Beast Movie” ( *Santa Marina Br Barus* )**

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

In this study the writer uses qualitative descriptive method. Thus, the writer will know kinds of of the main character in Beauty and the Beast movie.

According to Suharsimi, (1996: 243) The descriptive qualitative method is employe since it is use to describe phenomena as objectively as possible based on the data obtained. It is the most suitbale type for this study. It is aimed at describing the status and phenomena.

### **3.2 Data and Sources of Data**

According to Bungin (2001: 123), “Data are the information material about the object of research”. So, data refer to rough materials researchers collect from the object of they are studying or research. The Data is the dialogue of the maxims in conversation by the main character in Beauty and the Beast movie..

The Source of Data is very significant in the research. The writer will not be able to get information without the source of data. So, Sources of Data are selected by watching the movie, reading script, noting some important data and browsing internet.

### **3.3 The Instrument of Collecting Data**

Instrument is a tool or facility that used by the researcher in collecting data in order to make his task easier and get the best result, or more accurate, comprehensive and systematic to make the process easier. The types of research instruments are questionnaire, check-list, orientation of interview, orientation of observation (Arikunto, 2010: 203). The writer will use instrument in order gather some data. Its observation.

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### **3.4 The Tehnique for Collecting Data**

There are steps to collecting the data of this study :

1. Watching Beauty and the Beast by understanding movie

2. Reading movie script and dialogue of the Beauty and the Beast movie
3. Transcript the utterance in Beauty and the Beast movie
4. Underline the maxims words of the dialog

### **3.5 The Technique for Analyzing Data**

In this study, after collecting data, the writer will analyze the data by performing descriptive analysis (Ary, Lucy, and Chris : 2010). The technique for analyzing data including: recordings, observation, transcribing, analyzing. To Analyze the data,the writer will follow the following the steps:

The steps to analyze data are as follows :

1. Identifying the words of Belle in Beauty and the Beast Movie
2. Clasifying the words as Grice's maxims
3. Tabulating the maxims of Belle in Beauty and the Beast Movie
4. Interpretation the maxims
5. Making conclusion.