

CHAPTER I

INTRODUCTION

A. Background of the Study

In the daily life, human communicates with each other by committing conversation. Through conversation, a spoken communication is constructed. Spoken communication involves at least two participants, a speaker and an interlocutor, in variety social context. The speaker intends to convey certain meanings to the interlocutor while he tries to recognize what the speaker means by saying utterances. Both of the speaker and the interlocutor should convey and understand the thoughts, feelings, and desires of each other. Thus, they can achieve a good communication. To study this, in the linguistics there is a field of study called pragmatics.

Pragmatics is concerned with the principle of language use, in which the speaker and the hearer are major categories that determine linguistic interpretation.¹ It is concerned with analyzing what speakers mean with their utterances and involves the interpretation of what people said in a particular context so they can decide the appropriate way and language to convey messages. Some of the central concepts in pragmatics are cooperative

¹ Jon-K. Adam, *Prahmatics And Fiction*, (Amsterdam: Benjamin Publishing Company, 1985), 1

principle and politeness principle. Cooperative principle and politeness principle are very important and needed in communication because they are the rule of language to make a good communication. Cooperative principle is the way that how to communicate correctly which appropriate with the rule of language. In the other hand, it's the way to make the goal communication. Grice then formulated Cooperative Principle,² they are: Maxim of Quantity, Maxim of Quality, Maxim of Relevant, and Maxim of Manner. Cooperative Principle could be fulfilled mostly due to several circumstances; but still having violation in a smaller number or occurrence. It means that sometimes people violate this ideal to achieve other intention. For that reason, politeness is one of the things that should be considered. Politeness is the way people for saying something politely to other people in communication. In other hand, the speaker would to save feeling of other. Leech postulate six maxims, they are³: Tact Maxim, Approbation Maxim, Generosity Maxim, Modesty Maxim, Agreement Maxim, and Sympathy Maxim.

Understanding of cooperative principle and politeness principle are very important. Still many people who doesn't know about the rule of language in communication. Many people violate maxim in their communication but they are not aware about it. Mostly, maxim violation does when people would say something politer to other. Because of that, people

² Paul R. Kroeger, *Analyzing meaning: An introduction to semantics and Pragmatics*, (Berlin: Language Science Press, 2018), 142

³ Geoffrey Leech, *The Pragmatics of Politeness*, (USA: Oxford University Press, 2014), 34-35

must be aware of the context of speaking and then be able to determine which the rule of language form is the best to be applied in a context.

There are many ways for analyzing of maxim violation to achieve politeness, such as by analyzing the novel, movie, lyrics of song or some utterances around you to support it. Thus, the writer takes the media to support this research by the movie. In this research, the writer would conduct this research by watching the movie, write the script, identifying the script, then classifying the utterances based on the Grice and Leech's theory. Movie is motion picture show. It is a form of entertainment that enact a story by a sequence of images giving the illusion of continuous movement and sound. Most of people watching movies for enjoyment, but movies are also a great educational resource for helping people understands school material outside of the classroom environment.⁴

The reasons for taking this research are; the writer found some researches with the same focus. From the researches before, they had focused on maxim violation or politeness principle only. Because of it, the writer should focus on both all at once in this research. Besides that, the writer thinks that still many people are doesn't know enough of maxim violation to achieve politeness when they are making a communication. In other hand, people have to act wise and sometime violate the maxim in their utterances to

⁴ Aji Wahyu Pamungkas, "Analysis of Politeness Strategies in the Communication Between Teacher-Students and Students-Teacher in the Movie Entitled Freedom Writers", *IAIN Surakarta*

get more polite communication. Sometimes, literal and direct utterance would possibly cause hurt feelings and damage the relationship between the speaker and the interlocutor. Therefore, politeness strategy is needed in communication in order to build a good relationship with them. In this research, the writer takes the movie of Disney Musical Animation that title **Frozen II** for analyzing of the conversations on it.

Frozen II movie is an American computer animated musical fantasy film produced by Walt Disney Animation Studios at 7 November 2019. The 58th film produced by the studio, this is a sequel from the Frozen movie in 2013.⁵ For taking this movie, the writer thinks there are many utterances which appropriate with the aims of this research. Because of it, this movie will be more help a writer in the process of this research, for analyzing all of the conversations on this movie.

Base on the phenomena above, that many people did not aware with their way in communication which they violate cooperative principle to achieve politeness sometime. Thus, the writer would give the knowledge about how to communicate correctly between the speaker and the interlocutor to the reader through this research. Finally, the writer takes the research entitled “**An Analysis of Maxim Violation to Achieve Politeness in Movie (Frozen II)**”.

⁵ Sirojul Khafid, “Sinopsis Film Frozen II”, *Tirto.id, Jakarta, 20 November., 2019*, https://id.m.wikipedia.org/wiki/Frozen_II

B. Focus of the Study

Base on the background of the study, the writer focus on analyze of Cooperative Principle and Politeness Principle and the reason of usage both of them also. The writer uses the script of Frozen II movie which directed by Chris Buck and Jennifer Lee. Its focus on the conversation of all the actors in Frozen II movie which violate the maxim to achieve politeness, then the writer gives the reason of it. The data of Cooperative Principle and Politeness Principle will be analyze on the basis of Grice and Leech's theory.

C. Research Questions

1. What are the kinds of Maxim Violation used by the actors in the Movie "Frozen II"?
2. What are the kinds of Politeness Achievement used by the actors in the Movie "Frozen II"?

D. Objective of the Study

After deciding the research problem, the writer states the objective of the research as mentioned bellow:

1. To explore the kinds of Maxim Violation are used by the actors in the Movie "Frozen II"
2. To explore the kinds of Politeness Principle are used by the actors in the Movie "Frozen II"

E. Significant of the Study

The writer expects that this research or study would give some benefits for the readers, especially for Indonesian people to use politeness in their daily communication.

The result of this study is expected to give two kinds of benefits. The benefits of this study are as follow:

1. Theoretical Benefit

Theoretically, this research is hoped to enrich the research in linguistics field, especially in socio-pragmatics. It is also hoped to be helpful for the reader in giving understanding about Maxim Violation to Achieve Politeness for the reader.

2. Practical Benefit

The result of this study can be as a reference for those who are interested in analyzing about Maxim Violation to Achieve Politeness. It can be used as additional reference and information for another writer.

F. Previous Study

The writer takes a thesis and two journals as previous study to enrich the data about Cooperative Principle and Politeness Principle. Those are; First, the previous study is taken by thesis entitle “Analysis Of Politeness Strategies In The Communication Between Teacher-Students And Students-

Teacher In The Movie Entitled Freedom Writers” which has been finished by Aji Wahyu Pamungkas from English Education Department of IAIN Surakarta. The results of the research show two important points. First, there are four types of politeness strategies used by teacher-students and students-teacher in Freedom Writers movie: Bald-on record strategy (21 out of 87), Positive politeness strategy (30 out of 87), Negative politeness strategy (11 out of 87), and Off record strategy (25 out of 87). Second, there are two types of education value; value of being (45 out of 83) sub. Then value of giving (38 out of 83)⁶.

The Second of previous study is taken from journal by Maria Anggryani Eno Toda entitled “Violations of Maxims Analysis of Cooperative Principle In Maleficent Movie”. In this research, the researcher has the result; The objectives of this research are (1) to describe patterns of maxims violation made by the characters, and (2) to find out reasons why the characters violate the maxims in ‘Maleficent’ movie. The researchers found that there were two patterns of maxims violations used by the characters violations of one maxim and more than one maxim. The occurrence of the violations of one maxim in the Maleficent movie occurred in one type of maxims, it was maxim of quality. Whereas the occurrence of the violations more than one maxims occurred in four maxims. There were 50 violations of

⁶ Aji Wahyu Pamungkas, “Analysis of Politeness Strategies in the Communication Between Teacher-Students and Students-Teacher in the Movie Entitled Freedom Writers”, *IAIN Surakarta*

maxims. The maxim of quality was the highest maxim violated by the characters which occurred 21 times, the second was maxim of quantity which occurred 14 times, the third was maxim of manner which occurred 12 times, and the lowest was maxim of relation which occurred 3 times.⁷

The third is taken from journal by Dr. Dewa Putu Ramendra, S.Pd., M.Pd. dan Putu Adi Krisna Juniarta, S.Pd., M.Pd. entitle “An Analysis Of Maxim Violation To Achieve Politeness In Teacher’s Utterances Of SMPn 3 Singaraja In Academic Year Of 2017/2018”. The data is collected from 5 meetings in 2 weeks which is in 2nd, 3rd, 7th and 8th of May, 2018. The overall data is observing 229 utterances that violate Cooperative Principle to achieve politeness. It shows in the table above, the frequency of maxim of quantity violation is 122 (50%), maxim of quality violation is 11 (4%), maxim of relation violation 20 (8%) and maxim of manner violation is 93 (38%). In terms of the strategies to achieve politeness by violating maxims, teacher generates 231 strategies in total due to the occurrence. Here, teacher is shown to use the strategy of tact maxim in the percentage of 25%, generosity maxim in 34%, approbation maxim in 21%, modesty maxim in 1%, agreement maxim in 6% and sympathy maxim in 13%.⁸

⁷ Maria Anggryani Eno Toda, “Violation of Maxim Analysis of Cooperative Principle in Malaficent Movie”, *Sarjanawiyata Tamansiswa University*

⁸ Dewa Putu Ramendra and Putu Adi Krisna Juniarta, “An Analysis Of Maxim Violation To Achieve Politeness In Teacher’s Utterances Of Smpn 3 Singaraja In Academic Year Of 2017/2018”, *Universitas Pendidikan*.

From these Previous Studies, there are the differences and the similarities between this research and three previous studies. For the differences between this research and the first previous study are; first is theory which has taken both. In this research the writer took Leech's theory of Politeness, while the previous study took from Brown and Levinson theory of politeness. Second is focus of the study which has taken both. This research the writer focus on the Cooperative Principle and Politeness Principle, while the previous Study focus on the Politeness Principle and Education Value. For the difference between this research and the second previous study is on the focus of the study. This research focus on two variables, while the previous study focus only to one variable, that is focus on Maxim Violation (Cooperative Principle). For the difference between this research and the third previous study is on the instrument of the study. In this research, the writer use the instrument by watching the movie of Frozen II, while the previous study use the teaching between Teacher and Students in the class by the recording.

Not only differences but also there are some similarities between this research and the previous studies. For the similarities between this research and the first previous study are; focus on Politeness Principle and analyzing the conversation on the movie. For the similarities between this research and the second previous study are; focus on Cooperative Principle and analyzing the conversation on the movie. For the last similarities between this research

and the third previous study are; focus on Cooperative Principle and Politeness Principle then analyzing the conversations.

In this study, the writer has combined two variables of Pragmatics study, those are about Cooperative Principle in Violation Maxim and Politeness Principle. Then the writer would try to explore what kind of Maxim Violation to Achieve Politeness are used and will be continue with describing of the reason why it is used by the actor in the movie. This research will use the script of frozen II movie. Then, the data will be analyze by Grice and Leech's theory.

G. The Organization of Writing

The paper is systematically divided into five chapters. This following is short description about each chapter:

Chapter I is Introduction. That consists of Background of the Study, Focus of the Study, Statement of Problem, Objective of the Study, Significant of the Study, Previous Study and The Organization of the Writing.

Chapter II is Theoretical Description. Which consist of Conversational Implicature, and Politeness Theory.

Chapter III is Research Methodology. Which consist of Methodology of Research, Unit of Analysis, Instrument of Research, Technique of Collecting Data and Technique of Data Analysis.

Chapter IV is Research Finding. Which consists of Data Description and Data Analysis.

Chapter V is Closing. Which consists of Conclusions, implications and Recommendations