

CHAPTER I

INTRODUCTION

A. Background Study

Languages have appeared for the sake of communication. People communicate with one another in order to convey a particular idea. To understand and be understood, one should produce something that makes sense. Therefore, the relation between the speaker and what they produce is the core idea of pragmatics. According to Sperber and Wilson, pragmatics is defined as the study of language use. In other words, it is defined as "the study of how linguistic properties and contextual factors interact in the interpretation of utterances, enabling learners to bridge the gap between sentence meaning and speaker's meaning".¹ Trask points out that the disparity between what is said and what is meant is the core idea of pragmatics. Among the most influential pragmatic theories that has captured the attention of The writer is Gricean Theory of Conversational Implicature. Grice makes a clear-cut distinction between what is said and what is meant.² With reference to this theory, an empirical study is going to be presented for the purpose of investigating the application of this theory in *The Red Shoes* and *the Seven Dwarfs Movie*.

¹ Sperber, D., & Wilson, D., *Pragmatics. Cognition*, 10(1), (1981), 281-286.

² Trask, R., *Language and linguistics: The key concepts (2nd ed.)*, (Abingdon England: Routledge, 2007), 57.

The movie has many interesting conversations to be analyzed in the scope of Pragmatic study. Among of them are the cooperative principle maxims that appeared in the movie. The maxim is a rule which must be obeyed by the communicator (speakers and listeners) in doing interaction textually or personally in order to have communication process to be done smoothly.³ Based on the research focus, the objectives of the study are to analyze the types of opting out maxims and to identifying the 4 maxim that highly frequently used. Moreover, in Pragmatic field, both of the speakers and the listeners when doing interaction will cooperate in order to achieve the target of the communication.⁴ Keith Alan said communication is a social dimension where it has the same level as the other social activity, which means that the communication will go well when the communicators actively involved in the process of communication.⁵ Therefore, in each conversation, people must be focusing when they do speak each other.

Red Shoes and the Seven Dwarfs is a 2019 English-language, South Korean computer-animated fantasy movie produced by Locus Corporation. Red Shoes and the Seven Dwarfs is a twist on the classic "Snow White" fairy tale. In this version, Snow steals two poison apples from her evil stepmother in an attempt to rescue her father. Before she touches them, the apples turn into a

³ Kushartanti, et al., *Pesona Bahasa: Langkah Awal Memahami Linguistik*. (Jakarta: PT. Gramedia Pustaka Utama 2005), 106.

⁴ F.X. Nadar, *Pragmatik dan Penelitian Pragmatik* (Yogyakarta: Graha Ilmu, 2009), 28.

⁵ Dr. R. Kunjana Rahardi, *Pragmatik Kesantunan Imperatif Bahasa Indonesia* (Jakarta: Erlangga, 2005), 52.

pair of cute red shoes that make Snow White a taller, skinnier, and hotter version of herself. Also the dwarfs in Red Shoes and the Seven Dwarfs movie are the princes who have been turned into dwarfs seek a lady's red shoes to break their terrible curse. The film features the voices of Chloë Grace Moretz, Sam Claflin, Gina Gershon, Patrick Warburton, and Jim Rash.⁶ In addition, this movie is so appropriate either for adult or child, because this is an animated fantasy movie and contains humor that is suitable in all ages.

In this research, The writer uses pragmatic approach to analyze conversation by the characters and gives the reason why they speak that have indicate opting out the maxims in Red Shoes and the Seven Dwarfs movie. Grice proposes that conversation is based on shared principle of cooperation. This principle is known as Cooperative Principle and consists of four maxims: quantity, quality, relation and manner.

B. Focus of The Study

Based on the identification above, The writer intends to explore the area of pragmatics which is pressured on opting out maxim. The writer limits the research area only one specifically aspect in pragmatics area. The reason is according to H.P Grice, in the life, human do conversation is there only one aspect, its pragmatics. However, in pragmatics expended into four sub; quality, quantity, relevance and manner.

⁶ "Red Shoes and the Seven Dwarfs," <https://www.imdb.com>.

C. Research Question of The Study

From the background of the study above, The writer formulated the problems as follow :

1. What are the types of opting out maxims used by the characters?
2. Which one is among 4 maxim highly frequently used?

D. The Objective of The Study

Based on the research questions above, the writer has several objectives to follow:

1. To analyze the types of opting out maxims by the characters.
2. To identify the 4 maxim highly frequently used.

E. Significance of The Study

This study is expected to be basically one of the useful sources for readers especially for anyone has a passion in entertainment, and scientific research about linguistic or more focused on pragmatic, as The writer use for this study but all kind of movie genre. Because by knowing the most and the less types and function of maxim which are used in movie's conversation, anyone can minimalize the errors.

As for The writer, this research is useful to increase understanding on maxim which is in every word in conversation containing meaning implied in a particular situation, also for students who have audio visual learning style,

this way is very apposite to would have availed myself of the thought of helping them a better understanding of the commenting about its participation to deliver the material was a maxim. Moreover, within read this research, the writer would to know the background of someone speaks, either background of life or the reason why they speak and take a moral value to get better than before.

F. The Previous Study

So far, The writer found what was related to this study. The first is “*Opting out of Gricean Maxims in the Yemeni Dialect: A Pragmatic Analysis*” by Issa Ali Umar Al-Qaderi, its from Department of English, Ibb University, Yemen and Department of Applied Linguistics, University of Warsaw, Poland. The study is focusing on Opting Out of Gricean Maxims in daily conversation using qualitative method, also using interview and observation method. The findings revealed that Gricean Theory of Conversational Implicature can be applied to Arabic language, particularly the Yemeni dialect. Besides, the analysis showed that in spite of opting out of maxims the participants were to a great extent cooperative.⁷

The second is “*Humorous Situations Created by Violations and Floutings of Conversational Maxims in a Situation Comedy Entitled How I Met Your Mother*” by Jenna Nadia Rasbi Putri Amianna & Adventina Putranti,

⁷ Issa Ali Umar Al-Qaderi, “Opting out of Gricean Maxims in the Yemeni Dialect: A Pragmatic Analysis”, *International Journal of Linguistics*, Vol. 7, No. 6, (December 2015).

from English Letters Department, Universitas Sanata Dharma. The study conducted to examine the humorous situations created by non-cooperative interactions in a situation comedy, entitled *How I Met Your Mother*. In this case, the non-cooperative interactions result in violating and flouting of conversational maxims as the sub principles of Grice's Cooperative Principles. The data of this study are obtained from season 2, episodes 1 to 5. The 4th season is chosen without any specific purpose since humorous situations are found in all of the 10 seasons. The writer concludes that the humorous situations are created by the violation and the flouting of conversational maxims done by the characters in the situation comedy. From the analysis, there are three different ways of how the humorous situations are created.⁸

The last is "*An Analysis of Maxim Flouting in Pokémon: Detective Pikachu Movie*" by Havika Hariyani, and Fendy Aji Setiawan. The study is movie analysis and focusing on Flouting Maxim in main character's conversation of the movie using qualitative method, The writer analyse types of maxim flouted and motive of the floating with the result from the analysed data of the characters, the highest maxim flouting is maxim of quantity.⁹

The differences in this study are The writer using content analysis as the method of the study, the object of the study is the conversation among the

⁸ Jenna Nadia Rasbi Putri Amiann, Adventina Putranti, "Humorous Situations Created by Violations and Floutings of Conversational Maxims in a Situation Comedy Entitled *How I Met Your Mother*", *Journal of Language and Literature*, Vol. 17, No. 1 (April 2017).

⁹ Havika Hariyani, Fendy Aji Setiawan, "An Analysis of Maxim Flouting in *Pokémon: Detective Pikachu Movie*", *Professional Journal of English Education*, Vol. 3, No. 2 (March 2020).

characters in the movie, the study is focusing on Opting Out of Maxim and
The writer use nonparticipant observation as the instrument of the research.