

CHAPTER I

INTRODUCTION

This chapter presents the background of the study including reasons for choosing the topic, research questions, aims of the study, limitation of the study, research method which is divided into procedures of data collection and data analysis, and the organization of the paper.

1.1. Background

From day-to-day, the number of food vendors in the society is growing rapidly. There are more food vendors who sell their product in sidewalks. In promoting their products, they are often involved in conversations with their costumers. By having conversations with their costumers, these food vendors are trying to promote or explain their products with the aim to attract costumers' attention.

The way of the food vendors in attracting costumers is interesting. They use creative utterances in promoting the product. The utterances are called creative because the food vendors used the utterances that are different from other seller in department stores or trade centers. They use utterances such as "Jarajan" or "Sayur..banyak macamnya" to get the costumers as much as possible. The utterances "Jarajan" and "Sayur..banyak macamnya" persuade the costumers to buy food vendor products.

From the perspective of the food vendors, it is beneficial to use those utterances. By using those utterances, the food vendors are actually trying to influence buyers to buy their products or at least to have a favorable impression of the product they sell. This communicative behavior is in accordance with Grice theory. Paul Grice states the Cooperative Principle which says: “make your contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged” (in Cruse 2000: 355).

This principle is elaborated by means of a set of maxims which hold for four kinds of maxim. Four kinds of maxims are maxim of quality (concerned with truth telling and can be supported by the evidence), maxim of quantity (concerned with the amount of information an utterance conveys), maxim of relevance (be relevant to the topic), and maxim of manner (be orderly).

Based on that phenomenon, it is interesting to highlight that there are pragmatic features that characterize their communication. There are two notions among the many pragmatic features that are often seen in this phenomenon which Grice called “flouting” and “violating” that typically occurs in maxims. Regarding to the non – observance of the maxims, Jenny Thomas identifies five ways of failing to observe the maxims based on Grice theory. Two of the five ways of failing to observe the maxims are flouting and violating as mentioned above. According to Thomas, flouting a maxim occurs when a speaker fails to observe a maxim by generating an implicature of the utterances. Meanwhile, violating a maxim is perceived as the unostentatious non – observance of a maxim.

Hence, I'm interested in analyzing flouting the maxims of the food vendors' utterances, their manners in flouting the maxims and the speech functions of their non-observance maxims.

1.2. Research Questions

This study was conducted to answer the problems that are formulated in the following questions:

1. What are types of flouting the maxims that occur in food vendors' utterances?
2. How do they flout the maxims?
3. What are the speech functions of their non-observance maxims?

1.3. Aims of the Study

Based on the research questions formulated above, the study is aimed to:

1. Discover types of flouting the maxims which occur in food vendors' utterances.
2. Investigate the manners of food vendors in flouting the maxims based on Gricean Maxims.
3. Examine the speech functions that occur in food vendors' utterances.

1.4. Limitation of the Study

The scope of the study is limited to identify the flouts of the maxims which occurred in food vendors' utterances. The utterances of the food vendors are interesting to be analyzed. They use creative utterances such as "jarajan..jarajan" or "sayur..banyak macamnya" when offering their products. Those utterances were

applied in order to get costumers' attention. Therefore, this study intended to analyze the food vendors' utterances by using Grice's theory. The analysis focuses on the utterances uttered by them when they communicate with their costumers.

1.5. Research Method

In this study, the utterances which were uttered by food vendors were analyzed with a qualitative method. This method was applied with the aim to reveal flouts of maxims made by the food vendors. This method was also applied to discover the manners of food vendors in flouting the maxim and the speech functions of their non-observance maxims.

The subjects of the study were food vendors who sold their products around the researcher' house. It was impossible for the researcher to investigate the whole food vendors around her house because the purpose of this research was to obtain deep insight about the linguistic phenomenon; this was not intended to discover statistical significant. This purpose would not be achieved if the subjects were not limited. Thus, the researcher only investigated three food vendors.

1.5.1. Data collection

Data collection began with collecting the data by recording food vendors' utterances when they communicate to their costumers. The recording was done in November 2008. To reveal types of maxims that were flouted by the food vendors, their utterances were transcribed. Then, the collected data were classified based on the maxims that were flouted. The classified data were analyzed through close

reading on the utterances. This step was conducted in order to discover the manners of the food vendors in flouting the maxims and the speech functions which were emerged in their utterances.

1.5.2. Data Analysis

This study used the theory of Grice's Conversational Maxims and Hallidayan theory of speech functions. It was done by identifying which one of the utterances that flouted the maxims and the identification of the utterances were written in the table form. For the last research question, the theory of speech functions defined by Halliday was applied to examine the types of speech functions in the food vendors' utterances.

1.6. Organization of the Paper

The paper is presented into five chapters:

CHAPTER I: INTRODUCTION

This chapter consists of background, reason for choosing the topic, limitation of the study, research questions, aims of the study, research method, data collection and data analysis, and organization of the paper.

CHAPTER II: THEORETICAL FOUNDATION

It provides the theory of Grice's cooperative principle, the conversational maxims, non – observance of the maxims, the speech functions, and previous studies.

CHAPTER III: METHODOLOGY

This chapter consists of research method, subjects of the study, procedures of data collection and procedures of data analysis.

CHAPTER IV: FINDINGS AND DISCUSSIONS

It consists of research findings and discussion.

CHAPTER V: CONCLUSION AND SUGGESTION

It presents the conclusion and suggestions of the study.

