

CHAPTER I

INTRODUCTION

This chapter discusses the background of this study, reasons for choosing the topic, research questions, aims of the study, research method, data collection and data analysis, clarification of the terms, and organization of the paper.

1.1 Background

Language is an important tool of communication. Thus, the role of the language is very essential in our social life. Through the language, we can share our ideas, feelings, and thought with others. According to Finegan et al (1992) language is principally a tool for doing things. He stated that “people use language to ask questions, request and favor, make comments, report news, give direction, offer greetings, and perform hundreds of other ordinary action in daily life” (p. 305).

Moreover, language is also used as an entertainment function. It is stated by Kinneavy in Chaer (2002) that language has five functions, they are expressive function, informative function, explorative function, persuasive function and entertainment function (p.33).

Focusing on the entertainment function of language, this language can be found in a comedy where the comedians usually use jokes and humorous language to amuse and make the audience laugh. As stated by Neale and Krutnik (2000):

The telling of a joke ... serves to establish a demarcation between an 'inside' (we who share the joke') and an outside.' ... Such jokes create a communal bonding between participants which establishes a relationship of power, of inclusion and exclusion. (p.1)

The explanation above shows that jokes are important part of comedy where the comedians as the 'inside' create a social relation with the audiences as the 'outside' through the jokes.

In a comedy, the jokes usually appear in the form of conversation. According to Grice (1975), to reach the goal of conversation, the speakers who are involved in a conversation should give their contribution as cooperative as possible. In a comedy's conversation, each comedian should have a similar goal, such as to make the audience laugh and consoled by making the jokes.

Comedians usually use many strategies in entertaining their audience. They often talk harshly such as using swear words or taboo. Sometimes they create the jokes by establishing the out of context conversation. These strategies usually generate humor that can make the audience laugh and consoled. However the conversation which uses these kinds of strategy is closely related to the breaking of maxims of cooperative principle since there is no appropriate feedback from the interlocutor.

According to Grice (1975), there are four conversational maxims. They are maxim quality, quantity, relation, and manner. The maxim of quality is concerned with the truth and evidence in the speaker's utterances, the maxim of quantity is concerned with the amount of information that should be as required, the maxim of relation is concerned with the relevancy toward the topic of discussion, and the

maxim of manner is concerned with avoiding ambiguity and obscurity in the utterances.

Today, the comedy which uses humorous language and jokes is commonly presented in television program. There are many people who love this kind of program because of its ability to entertain, amuse, and make them laugh. Although the audience know what the comedians say is not cooperative, but they enjoy the performance and get much pleasure during the show which is proven by their laugh.

Triggered by the phenomenon above, **the writer** was interested in analyzing the violation of maxim of cooperative principle in the case of joke. According to Attardo (1993), joke as a core tool in comedy is cooperative principle (CP)-violating text, and it involves the violation (at least) one maxim of cooperative principle. To specify the research, the writer took one episode of *Opera Van Java (OVJ)* comedy entitled *KKKK (Keluarga Kecil Kurang Koordinasi)* as the source of the research.

In this research, **the writer** was interested in examining the use of language within the comedians' conversation and observing the occurrence of cooperative principle violation by using the Grice's theory. Moreover **the writer** attempted to analyze how the comedians violate the CP in order to amuse people and make them laugh.

By conducting this study, **the writer** expects to improve understanding about the use of cooperative principle in communication especially in the jokes occurred in comedians' utterances. Furthermore, **the writer** expects that this study enabled everyone especially the writer to understand more about one of language functions that is the entertainment function.

1.2 Reason For Choosing the Topic

The writer chose this topic because the writer was interested in the linguistics studies especially about language in communication. In choosing the object of the study, the writer decided to use *OVJ* comedy as the source of the data.

The writer realized that the program contains so many violations that were intentionally made with the purpose of joking. However, the writer was not intended to find the violations in this comedy, but to explore the mostly violated maxim and the ways of the comedians in violating the maxims.

Moreover, *OVJ* was chosen as the source of the data, because it is different from the other comedy programs which use humorous language and jokes in the comedians' utterances.

This program has been performed in television for more than two years and many people like it. The use of jokes and humorous language in the comedians' utterances is always able to make the audience laugh, so the writer attempted to analyze the use of its language by using Grice's theory of cooperative principle.

Through this study, the writer expects to be able to enrich the knowledge of everyone either who wants to take the same research about the violation of cooperative principle or those who want to understand more about the branch of linguistics study about pragmatic. The writer also expects that this research becomes useful reference for everyone who reads it.

1.3 Research Questions

The study examined the following questions:

1. What type of maxims of cooperative principle that was mostly violated in the dialogues?
2. How do the comedians violate the cooperative principle?

1.4 Aims of the Study

In this study, related to the questions above, **the writer** attempted:

1. To investigate the type of cooperative principle-violation mostly occurred.
2. To reveal how the comedians violate the cooperative principle.

1.5 Research Method

This research used a descriptive research design and qualitative approach. According to Glass and Hopkins (1984), descriptive research design involves gathering data that describe events and then organizes, tabulates, depicts, and describe data collection.

Gay (1987) stated that “a descriptive method is a method of research that involves collecting data in order to answer the questions concerning the subject of study” (p. 139). In this study, **the writer** attempted to analyze, and classify the collected data.

Qualitative approach, as stated by Shuttleworth (2008), is “a research method used by scientists and researchers in studying human behavior and habits” (para. 1). Qualitative data cannot be mathematically analyzed but rather only give a guide to

general trends. It is more open to personal opinion and judgment, so it gives priority to the observation rather than to the result.

1.6 Data Collection and Data Analysis

In this study, the data were collected from a comedy on television entitled *Opera Van Java (OVJ)*. The study had been conducted through the following steps:

1. Recording an episode of the *OVJ* program on Thursday, October 7th 2010.
2. Transcribing the script of the dialogues to discover the violation of maxims of cooperative principle.
3. Classifying the utterances which violate the cooperative principle.
4. Presenting the percentage of each maxims violation and determining which maxim that was dominantly violated.
5. Analyzing the ways of comedians violate the maxims.
6. Describing and discussing the result of the analysis in own words.
7. Concluding the result of the data.
8. Conducting library research in order to get relevant theories.

1.7 Clarification of the Terms

1. **Comedy** is any humorous discourse generally intended to amuse people. It especially presented in television, film, and stand-up comedy.
2. **Joke** is a question, short story, or depiction of a situation made with the intent of being humorous.

3. **Cooperative Principle** is a principle of conversation that was proposed by Grice (1975), stating that participants expect that each will make a “conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange.”
4. **Gricean Maxims** are a way to explain the link between utterances and what is understood from them.
5. **Opera Van Java** is a comedy program on a TV station in Indonesia, Trans 7. This program seems like puppet show in Javanese culture. The puppets are played by some popular comedians such as Nunung Srimulat, Azis Gagap, dan Sule. There are also puppeteer played by Parto Patrio, sinden (women singers with gamelan orchestra), and *gamelan* players.

1.8 Organization of Paper

The writer organizes the paper into five chapters:

Chapter I

This chapter discusses the background of this study, reasons for choosing the topic, research questions, aims of the study, research method, data collection and data analysis, clarification of the terms, and organization of the paper.

Chapter II

This chapter describes the theoretical framework of the study, containing the theories that are relevant to the topic of the study. It discusses the theory of the

cooperative principle, the non-observance of the maxim, the theory of implicature, the functions of language, and the general theory of jokes.

Chapter III

This chapter describes the methodology of the research including the formulation of the problem, data source, method of the research, and procedures of the study which involve data collection and data analysis.

Chapter IV

This chapter presents the result of the analysis. It reveals the occurrence of the violation to the maxims of Cooperative Principle and the manners of how the violation is made. It also presents the description of the theme of the show to give general information about the show.

Chapter V

This chapter presents the conclusions drawn from the findings and the discussions in the previous chapter. This chapter also offers some suggestions for further studies on the same issue about Grice's theory of Cooperative Principle.