

# CHAPTER I

## INTRODUCTION

This chapter presents an introductory section of the study. It covers background of the study, research questions, aims of the study, limitation of the study, significance of the study, research methodology, clarification of terms, and organization of the paper.

### 1.1 Background of the Study

Nowadays, people prefer using social networking for a variety of reasons. People want to build an easy conversation with friends by using social networking as their medium of written conversation. Kelsey (2010) believes that social networking is the greatest part of communication in sharing stories and getting people's reaction. In addition, the use of social networking is considered to be an important thing as people's business medium. Thus, people tend to use social networking in order to retain social relationship with others.

By using social networking, people can communicate easily with friends any time and any where. There are several kinds of social networking that are used to communicate with others: Facebook, Twitter, MySpace, etc. People tend to use those social networking websites because they are user friendly and easy to use. Facebook, for instance, is a simple communication medium for keeping in touch, especially when people live far away. Research conducted by

*eMarketer.com* on Facebook users in 2011 showed that Indonesia ranked the 2<sup>nd</sup> largest market with 35 million Facebook users (McNaughton, 2011).

Communication among social networking users commonly happens in informal situation. The use of informal language shows closeness between the speaker and hearer. In social networking, for instance, people imply another meaning from what they say and expect the hearer to know what they mean (Thomas, 1995). Thus, people have to understand what speaker says by interpreting what is said and what is implied.

On the other hand, the unexpected feedback from people causes misunderstanding between speaker and hearer in conversation. Grice (1975) names this issue as implicature phenomenon. In identifying and classifying this phenomenon, Grice (1975: 45) proposes the cooperative principle as a rule of conversation and it runs as follow: "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". This principle consists of four maxims: (1) maxim of quality; (2) maxim of quantity; (3) maxim of relation; and (4) maxim of manner (Thomas, 1995).

Since the cooperative principle is set as the rules of conversation, it should be observed by social networking users in their interaction. However, users may be failed to observe maxims. Grice (1975, cited in Thomas, 1995) proposes five ways people fail to observe a maxim, among others: flouting a maxim, violating a maxim, infringing a maxim, opting out of a maxim, and suspending a maxim. In

conversation, people may fail to observe a maxim because, for instance, they cannot speak clearly or unreasonably choose to lie (Thomas, 1995).

There are some studies which have been conducted in examining the cooperative principle in oral conversation (Morini, 2007; Dornerus, 2005; Jia, 2008; Thornberg, 2011; and Nanda et al, 2012). In investigating the cooperative principle, Morini (2007) found out that people fail to observe a maxim because of their social relation with others. Meanwhile, Dornerus (2005), Jia (2008), and Nanda et al. (2012) believed that in creating humorous situation, people have to break a maxim in their verbal interaction. Different from those studies, Thornberg (2011) investigated the cooperative principle in sociolinguistic field. He found out that boy and girl fail to observe a maxim because they use different turn-taking strategies in conversation.

On the other hand, there are also studies concerning the cooperative principle in written conversation (Thurlow, 2002; Ling, 2005; Budiarti, 2008; Hals, 2006; and Jara, 2003). In investigating the cooperative principle, Thurlow (2002), Ling (2005), and Budiarti (2008) argued that people commonly fail to observe a maxim because they use *Short Message Service* (SMS) as their communication medium to share their personal feeling, for instance, by using ambiguous expression in the conversation. Meanwhile, Hals (2006) and Jara (2003) believed that users in chat room conversation have their conversational patterns and tend to imitate oral conversational environment in their written conversation when they fail to observe a maxim.

The previous studies show that there is a situation which is not investigated conclusively. Those previous studies do not discuss how male and female break a maxim in their conversation. The studies of non-observance of maxims particularly emphasizing written conversation in pragmatic field are still rarely accomplished. Thus, the present study focuses on the analysis of Indonesian Facebook users' non-observance of maxims from a gender perspective. According to Nazaryan and Gridchin (2006), linguists are attracted in investigating language used in written conversation, for instance, in internet, because they are concerned with the possible influence on language in general as the living language. Moreover, Martin (1984, cited in Eggins, 2004) considers modern communication modes, such as chat rooms conversation, as the non-visual and non-aural, and the rapid feedback communication media that takes place in the middle of distance between spoken and written conversation.

### **1.2 Research Question**

The following are the research questions of this study:

1. What types of maxims are not observed by male and female Facebook users in their conversation?
2. How do male and female users fail to observe the maxims in their conversation?

### **1.3 Aims of the Study**

Relevant to the background of the study above, the aims of the study are stated as follows:

1. To identify types of maxims that are not observed by male and female Facebook users in their conversation.
2. To reveal how maxims are failed to be observed by male and female users in their conversation.

#### **1.4 Limitation of the Study**

The study only focuses on types of maxims that are not observed by male and female Facebook users and how male and female users fail to observe a maxim in their conversation. In addition, several male and female users who post a status and get comments on it are involved in this study.

#### **1.5 Significance of the Study**

Theoretically, the study is expected to enrich a linguistic study, especially in pragmatics field. By doing this study, it might identify the way social networking users observe the maxims. It shows that not only the types of maxim which are not observed by Facebook users, but also how they fail to observe a maxim in their interaction from gender perspective. Moreover, it provides a practical guidance in analyzing text based on a written conversation in social networking. There is also benefit that can be gained from this study: the reader will gain knowledge about non-observance of the maxims occurring in social networking from gender perspective.

#### **1.6 Research Method**

Qualitative case study method is applied in this study in order to reveal aims of the study. Since qualitative method is concerned with explaining the social phenomena of certain human behavior (Hancock, 1998), it supports the analysis of

this study in explaining the implicature phenomenon occurring in Facebook. Moreover, the study is a case study since the data are collected from a sample of several students majoring in English at one university in Bandung.

Furthermore, the collected data are in the form of Facebook conversations that are chosen from several active users. Those conversations are downloaded from August 2012 until December 2012. The conversations that contain non-observance of maxims are identified based on four types of maxims and those data are changed into transcription format in order to help the process of analyzing.

In analyzing the data, several steps are conducted in this study. The first step is to identify the transcribed conversations of male and female users based on four types of maxims proposed by Grice (1975). The second step is to classify the data that contain types of maxims that are not observed by users into the table of non-observance of maxims. The third step is to calculate those identified data into table of frequency in order to find out the most frequent non-observance of maxims used by male and female Facebook users in their interaction. Afterward, the study interprets how male and female users fail to observe a maxim in their interaction.

### **1.7 Clarification of Terms**

There are several key terms that need to be clarified in order to avoid misunderstanding:

1. **Non-observance of Maxims:** The way people fail to observe a maxim in their conversation. Sometimes, non-observance of maxims is used in evoking humor or avoiding discomfort (Dornerus, 2005). It consists of:

flouting a maxim, violating a maxim, infringing a maxim, opting out of a maxim, and suspending a maxim (Thomas, 1995).

2. **Facebook:** A social networking website designed for anyone 13 years of age or older. *Facebook* users can create and customize their own profiles. Friends can browse the profiles of other friends and write messages on their pages. Each *Facebook* profile has a 'wall', where friends can post comments. Since the 'wall' is viewable by all users' friends, wall postings are basically a public conversation.

(<http://www.techterms.com/definition/facebook>).

3. **Gender:** Gender is a part of social interaction and social practice (Paltridge, 2006). Trudgill (2000, cited from Thornberg, 2011) argued that there are differences between men and women language, for instance, in using vocabulary.
4. **The Cooperative Principle:** A conversation principle proposed by Grice (1975) that each participant should be cooperative in contributing a conversation by following the set of certain rules and giving their required contribution in the talk exchange (Grice, 1975).
5. **Implicature:** the inference a hearer makes about a speaker's intended meaning that arises from their use of the literal meaning of what the speaker said, the conversational principle and its maxims (Paltridge, 2006).

## **1.8 Organization of the Paper**

The study is organized in five chapters. Each chapter contains several subtopics. The first chapter puts forward an introduction of the paper. It presents the background of the study, research questions, aims of the study, limitation of the study, significance of the study, research method in conducting the research, clarification of terms, and organization of the paper. The second chapter formulates a theoretical framework of the paper. It includes more than one theoretical foundations related to the research questions. The third chapter consists of research method and research procedures. It elaborates the research design, object of the study, data collection, and data analysis. In this chapter, the writer informs about the procedures of analyzing the data. The fourth chapter focuses on the findings from the data analyses that are represented. It discusses the writer's interpretation of the implicature phenomenon that occurs in Facebook based on Grice's cooperative principle. Further, the discussion is elaborated in this chapter. The fifth chapter covers the conclusion of the study and its result. It consists of conclusion and suggestion for future study.