CHAPTER 1

INTRODUCTION

This chapter consists of the background of the study as well as its limitation, research questions, and the aims of the study. It also presents an explanation about the research method and other aspects which are related to the realization of the research.

1.1 Background

Communication is one of the tools which is used by people to express their idea, feeling, and to share other people information. Levine (1993: 17) states that communication is a process among the speaker and the hearer in sharing meaning through verbal and nonverbal behavior. Basically, human's activities always involve communication. They may communicate it by writing a book, making a speech, waving their hands, nodding their head or other gestures.

Communication will take place smoothly as long as the hearer understands the speaker's intention. Sometimes, the hearer has to work out the speaker's utterance in order to avoid misunderstanding. To understand the meaning of an utterance fully, we have to understand the context in the utterance itself. It is what Grice means as a conversational implicature.

According to Brown and Yule (1983: 31), implicature that is discussed by Grice (1975) is to account for what the speaker mean, imply, and suggest as contrast from what the speaker say literally. In this case, Grice in Lyons

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(1995:272) develops a theory to figure out and predict conversational implicature phenomenon in human communication. Grice proposes a general Cooperative Principle that consists of four specific maxims: (1) maxim of quality; (2) maxim of quantity; (3) maxim of relation; and (4) maxim of manner.

In addition, Schiffrin (1994: 195) argues that implicature can be created in three ways: implicature can be followed in a straight forward way, it can be violated by a clash with another maxim, or maxim can be flouted. Those are within the assumption that the speaker is doing his/her best in following the Cooperative Principle.

Implicature mostly occurs in the people's communication, and it is not simply an unintentional act. People sometimes also do not realize that they often fail to observe the maxim in their communication. Grice (1975: 49) categorizes five types of non-observance conversational implicatures, are: violating the maxim; flouting the maxim, opting out the maxim; infringing the maxim; and suspending the maxim.

Chen (1990) investigates three possibilities of speaker's motivations for breaking Grice's maxims. First, it is Politeness Principle. As Brown and Levinson (1987) discuss that Politeness Principle expresses the speaker's want and need to be polite to other. Second, Selfishness Principle, restricts the speaker to say some things which are going to bring her/him desirable consequences. Finally, it is Expressivity Principle, the speaker's success through leaving much more propositional and emotional strong effect to the hearer.

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Based on the theories above, the writer intends to identify the non-observance of conversational implicatures that take place in *Si Kabayan Tapa*, which is resemblance of the Sundanese lives and to figure out the speaker's motivation behind the use of the non-observance conversational implicature in their conversation.

1.2 Reseach Question

The research is conducted in order to answer the research problem more specific. The research problem is formed into three research questions:

1. What are the non-observance of conversational implicatures occurred in *Si Kabayan Tapa*?

2. What is the speaker's motivation behind the use of non-observance of conversational implicatures in the context of politeness's FTA?

1.3 Aims of Study

The research is carried out for the purposes below:

1. To find out the non-observance conversational implicatures that occurred in *Si Kabayan Tapa*.

2. To figure out the speaker's motivation behind the use of non-observance conversational implicature in the context of politeness's FTA.

1.4   Limitation of Study

This research is included into a pragmatic investigation because it deals with a particular of language used by the members of specified speech community, for instance the realization of conversational implicature. The research concerns with the analysis of conversational implicature by using Grice's Cooperative Principle, and his non-observance conversational implicature. This paper delimits the discussion about speaker's motivation only in the context of face and Politeness Principle.

The data is taken from a Sundanese fairy tale entitled *Si Kabayan Tapa* by Min Resmana. This Sundanese fairy tale is chose based on consideration that is analyzable linguistically. This fairy tale provides 7 part of chapters, published in 1991, and whole of the chapters are taken to be identified.

1.5   Research Method

This research is concerned to analyze the non-observance of conversational implicatures in Si Kabayan Tapa and the speaker's motivation behind the use of such non-observance implicatures. Then, it is formed into two research questions. Descriptive analysis is employed in the research, in which the data is analyzed by some related theories to answer the research questions. The data is transcribed from the Sundanese fairy tale book entitled *Si Kabayan Tapa* by Min Resmana (1991). It is taken from Sundanese Department library, published by Rahmat Cijulang, Bandung. The book contains 7 chapters, and all of them are taken to be identified.

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The data analysis is conducted by using Grice's Cooperative Principle. Then, the analysis is shorted out according to the maxim that is into types of non-observance conversational implicature. In order to figure out the speaker's motivation in using non-observance of conversational implicature, then the analysis is applied the theory of politeness strategy and face threatening acts that are proposed by Brown and Levinson (1987).

1.6 Significant of the Study

Communication is the fundamental human's need in their live because it is used almost in their activies. Communication serves a variety of expression, idea, felling, and a variety of purpose. Then, the more we fully understand what someone means, the faster the message being conveyed and respond being uttered and or being done. As the study deals with conversational implicatures within the scope of pragmatic in linguistict area, it is hoped to offer new knowledge for those who are interested. Furthermore, hopefully this research can serve facts and example for other researcher who want to observe the same or other pragmatic issues in depth.

1.7 Organization of Paper

The research paper will be organized into five chapters below:

1. Chapter I

    The chapter contains introduction that discusses the background of the problem, research questions, limitation of study, the aim of study,

methodology in conducting the research, clarification of key terms, and organization of this paper.

2. Chapter II

It contains theoretical foundations, which serves as the basis for investigating the research problem.

3. Chapter III

The third chapter contains the methodology of study that discuss the steps and procedure of the research, the analysis tools, and the reason of choosing of its procedure.

4. Chapter IV

This chapter displays the results of the study and the discussion about it.

5. Chapter V

The last chapter contains conclusions and suggestion of the study.

1.8   Closing Remark

This chapter has discussed the background of the study as well as its limitation, research questions and the aims if the study. A brief explanation about the research methods and other aspects that are related to the realization of the research has been presented as well. Th literature reviews that are related to the study will be discussed in the next chapter.

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