

CHAPTER I

INTRODUCTION

The chapter describes background of the study, significance of the study, scope of the study, research questions, purposes of the study, clarification of key terms, and the organization of the paper.

1.1 Background

People rarely analyze Grice's Cooperative Principle in an interview. Many previous studies have discussed about Grice's maxims and most of them transcribe conversations appear in debates or movie scripts. As a matter of fact, language can be used in many aspects, not only in debate or movie script but also in the interview. Kartika (2009), for example, studied maxims in "Clinton-Obama Democratic Presidential Debate". She studied presidential debate in the United States to know how the candidates treat the language in the political setting.

The present study investigates the research on pragmatic area under the concept of Grice's Cooperative Principle and Brown and Levinson's Politeness Strategy. Grice's Cooperative Principle is used to analyze the types of maxims and what maxims are flouted in the interview entitled, "*Obama Exclusive RCTI Bersama Putra Nababan*". Moreover, Brown and Levinson's Politeness Strategy is used to find out the strategy of how Obama anticipates "the pressure" comes from Putra Nababan's questions.

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Davies (2008) states that cooperative is a term used in linguistic literature to characterize human behavior in conversation. In order to make the conversation runs effectively, Obama as the interviewee needs to be cooperative when making language interchange. Therefore, Grice's Cooperative Principle formulating the general principle in conversation can be used to observe and analyze the behavior of Obama within a conversation.

Grice (1975) posits four categories of maxims in Cooperative Principle such as, Quantity, Quality, Relation, and Manner. By applying the maxims theory proposed by Grice, we can capture the gist beyond Obama's answers as the interviewee to the interviewer, and how cooperative Obama is in following the maxims. Besides the Cooperative Principle, Brown and Levinson's politeness principle (1978) is used to analyze the occurrence of super-strategies in performing Face Threatening Act (FTA) that stands under the name of Politeness Strategy.

Yule (1996) says that the term face refers to a person's public self-image and every human being has a face to be maintained. According to Goffman (1967) as cited in Aziz (2000, p. 3), "the concept of face is important to the maintenance of social harmony, therefore each individual have to respect others' right as he does his own rights." As the head of the state, Obama has to maintain his face when he cannot answer some questions in the interview section. Therefore, Obama is blatantly flouting such maxims to protect his face. Through the situation, the strategies of Face Threatening Act (FTA) are employed to save his face.

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Face is classified into the positive face (+ Face) and negative face (- Face). Positive face is used to socialize with others – want to be accepted by others to be a member of the group in the society. Meanwhile, negative face is a need to be independent – does not want to be disturbed or impeded by others to be independent (Yule, 1996). Moreover, Brown and Levinson (1978) propose the politeness theory as strategies of Face Threatening Act (FTA). Hinck & Hinck (2002) assert that the positive face is threatened when disagreement occurs. Meanwhile, negative face is threatened when requests occur.

The data used in the study is a dialogue entitled, “*Obama Exclusive RCTI Bersama Putra Nababan*” on March 2010 discussing the re-scheduling of Obama’s Indonesia trip in June 2010. The videos provide several insights either from Obama’s view on foreign policy in the region or his personal experiences including Indonesians whom he remembered. Furthermore, Putra Nababan’s interview with Obama has been chosen as the main data of the study since it is the first interview of Indonesian journalist in White House.

June 2010 was the trip schedule of President of the United States for visiting Indonesia. However, Obama postponed the trip for three days to Indonesia. It was mainly caused by the problem of the health care regulation, which was not going well neither in congress nor senate in United States. Putra Nababan as an Indonesian journalist tried to discuss the delay of the departure of Obama’s trip to Indonesia and the bilateral meeting between Indonesia and United States when Obama arrived in Indonesia.

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Based in this situation, the study aims at analyzing the dialogue between Putra Nababan and Obama to the extent of pragmatic area. The theories in Pragmatics that are applied in the study are Grice's theory of maxims, Goffman's 'face-work,' and Brown and Levinson's politeness strategies.

Grice's Cooperative Principle (1975) and Brown and Levinson's Politeness Strategies (1978) have led to discuss types of maxims and what maxims are flouted in the dialogue, as well as Politeness Strategies are used to find out the strategy of how Obama anticipates the pressure comes from Putra Nababan's questions. Moreover, the study uses qualitative analysis of which the dialogue transcriptions are interpreted and described (Creswell, 2008).

1.2 Research Questions

The research is conducted to answer the following problems:

1. What are Grice's maxims flouted by Obama in the presidential interview entitled "*Obama Exclusive RCTI Bersama Putra Nababan?*"
2. Why does Obama flout such a particular maxim in the presidential interview entitled "*Obama Exclusive RCTI Bersama Putra Nababan?*"

1.3 Purposes of the Study

The purposes of the research are as follows:

1. To identify the flouting of Grice's maxims in Obama's presidential interview entitled "*Obama Exclusive RCTI Bersama Putra Nababan*".

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2. To discover the function of Obama's flouts such a particular maxim in the presidential interview entitled "*Obama Exclusive RCTI Bersama Putra Nababan*".

1.4 Scope of the Study

The paper focuses on the conversation discourse produced in the dialogue of Obama and Putra Nababan in White House, to discuss the rescheduling of Obama's trip to Indonesia in June 2010. The subject of the analysis only focuses on Obama's utterance produced in the interview section. Obama postponed the trip to Indonesia for three days because of the health care regulation problem, which was not going well neither in congress nor senate. Putra Nababan as an Indonesian journalist tried to seek for the reason and discussed the bilateral meeting when Obama arrived in Indonesia.

1.5 Significance of the Study

The research is expected to contribute in, particularly, the field of pragmatic study concerning Grice's Cooperative Principle and Brown and Levinson's Politeness Strategies. Furthermore, it is expected to give a wider knowledge about Grice's Cooperative Principle and Politeness Theory. Moreover, those who want to conduct the research at the same issues profoundly can use the research as a reference.

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1.6 Clarification of Key Terms

The following terms are the core key words used in the research:

1. Cooperative Principle “refers to meanings that a speaker intends to convey, but does not explicitly express” (Cruse, 2006, p. 3).
2. Flouting a maxim occurs when the speakers intentionally break the maxim to generate an implicature beyond what is said in conversation (Thomas, 1995).
3. Non-observance of maxims is also called as breaching maxim. Thus, breaching maxim happens when the speaker is not cooperative and they do not fulfill a maxim, for example, they do not speak clearly and choose to lie (Thomas, 1995).
4. Face Threatening Act is an utterance or actions that threaten a person’s public self-image (Yule, 1996). It can be in positive way by showing someone’s need to be connected, to belong, and to be a member of the group or in negative way where someone shows his or her need to be independent and to have freedom from imposition (Yule, 1996).
5. Politeness can be interpreted “as a strategy used by a speaker to achieve particular goal such as to create or maintain harmonious relations” (Thomas, 1995, p. 158).
6. In the presidential interview, a person who is interviewed is the president. Interview is defined as “a process of dyadic, relational communication with a predetermined and serious purpose designed to interchange behavior and involving the asking and answering questions.” (Steward and William, 1988, p. 3).

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1.7 The Organization of the Paper

The first chapter describes the background of the study, significance of the study, scope of the study, research questions, purposes of the study, organization of paper, and clarification of key terms. The second chapter provides Theoretical Foundation. This chapter provides the theory related to the chosen topic. The third chapter explains methodology of the study focusing on objectives of the study, data sources, data collection, and framework of the data analysis. The fourth chapter contains the essential part of the research. In this chapter, the study is elaborated by relating the analysis to certain theories from theoretical foundation. Furthermore, the chapter presents the result of the study, a discussion of those findings, and the interpretation of the finding. The last chapter summarizes the study and presents the conclusion. Then, it points out certain suggestions for those who are interested in conducting research toward the similar topic.