

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication plays a significant role in human life. It is a cooperation between two or more people who share ideas, information, or experiences. These cooperative activities may be reflected in a speaker's utterance and his/her hearer's responses. Conversation is a common form of communication. In conversation, cooperation is very essential. Participants have to use the appropriate words in order not to be misinterpreted to others. What we are talking about must be relevant, concise, and straightforward. Wardhaugh (1992: 292) stated that conversation is "a cooperative activity, one that depends on speakers and listener sharing a set of assumptions about what is happening".

Communication usually runs smoothly, but the speaker sometimes utters something less or even more informatively than required. It makes the communication less effective because the hearer may misinterpret the intended message which is influenced by his/her background knowledge. Whereas, communication could be successful if participants have mutual intelligibility, as described by dornerus, (2005: 2) "a conversation depends not only on the speaker, who is trying to deliver a message, but also on the hearer, who draws a conclusion from the implication of the utterance, depending on the context in which it occurs".



The following conversation may illustrate the significance of the effectiveness.

Buddy : Do you see my matches? I've just put it on the table

Andy : You don't ever see me to smoke

This conversation takes place in a kitchen when Buddy wants to lit his smoke. He thinks that he left his matches on the table before buying a box of cigarette. Then, he asks his friend who stands near the table about the matches. This question actually needs a Yes or No answer which helps Buddy to find a fact. The question implies that Andy actually does not know where the matches by uttering that he does not smoke, as intended by Buddy. This conversation shows that Andy utterance is not effective because he prompts Buddy to interpret what he is actually wanted to say. Therefore, Buddy takes longer time to conclude the message. It would not happen if Andy just told Buddy that he does not know where the matches is by saying a short answer, like "no, I don't". Thus, Buddy does not waste his time and Buddy immediately could find the matches. The utterance above shows that effectiveness is needed for the purpose of making better mutual understanding between a speaker and his hearer.

Looking at this phenomenon, Cooperative Principle (CP) (Grice in Yule, 1996:37) is applicable to describe the effectiveness of a conversation between a speaker and a hearer. CP is elaborated by conversational maxim which is divided into four. They are maxim of quality (be true); maxim of quantity (be informative); maxim of relevance (be relevant) and maxim of manner (be orderly, be briefly, avoid ambiguity, avoid obscurity) (Yule 1996: 36). "If these maxims would be obeyed with, it can be said that the conversation would be most

successful” (Zou, 2005: 1). Therefore, the writer is interested in conducting a research about CP to see how language is used effectively in communication.

For doing this, the writer applies a movie titled “Thor Ragnarok”. This movie is an American superhero movie based on the Marvel Comics character Thor, produced by Marvel Studios and distributed by Walt Disney Studios Motion. It is the seventeenth movie in the Marvel Cinematic Universe (MCU), and stars Chris Hemsworth. The movie won people’s Choice Award for Favorite movie in 2018. It indicates that the movie is watched by many people. It becomes an interesting object of this research. In this research, the writer investigates that CP by investigating the utterances, *persuasives*, and *maxim*.

1.2 Identification of the Problem

There are many conversations in “Thor Ragnarok” movie. Some of them consist of dialogue between a speaker and listener which contain Cooperative Principle. Based on “Thor Ragnarok” movie, the writer focuses on the research question about types of Cooperative Principle found in “Thor Ragnarok” movie.

1.3 Objectives of the Study

The aim of this research is to investigate the types of maxim of the utterances in “Thor Ragnarok” movie, based on the characteristics of Cooperative Principle (Grice in Yule 1996: 37).

1.4 Limitation of the Study



In this research, the analysis is limited to Cooperative Principle in “Thor Ragnarok” movie. The analysis concern on the utterances of the characters which is a conversational maxim (Grice in Yule, 1996: 37)

1.5 Method of the Research

In this research, the methods proposed by Sudaryanto (1993:5) are applied to make the research be more structured. It starts from collecting the data, analyzing the data and presenting the result of the analysis.

The source of the data is a movie “Thor Ragnarok” directed by Taika Waititi (2017). The movie is downloaded from <https://bioskopkeren.fun>. There are some dialogues which can be categorized as obeying the conversational maxims proposed by Grice (1975).

In the process of collecting the data, the writer applies observational method where he observes the conversation in the movie. Then, the “observational non-participant” technique is applied. It means that the writer is not involved in the conversation (Sudaryanto, 1993:134). The writer notices the dialogues of the characters and then, selects them into the categorization of conversational maxim based on theory of CP by Grice (1975).

In analyzing the data, “pragmatics identity method” and “referential identity method” are applied in this process (Sudaryanto, 1993: 13-15). The pragmatic identity methods means that the determinant of analysis is out of the text which is analyzed. The referential method means that the determinant of analysis is the facts which are referred by the text. The sorted utterances are analyzed by using the theory related to CP (Grice in Yule) which is elaborated

by conversational maxims. The writer investigates the maxim through the utterances of hearer because speaker initiates the conversation and hearer responds it. The utterances which obey the maxims are highlighted in bold to differ from other utterances.

In presenting the result of analysis, the writer applies formal and informal method. According to Sudaryanto (1993: 145), informal method is the method that presents the result of data analysis by using common words (a natural language) and the formal one conversely, using symbol and table. In informal method, the writer explains more in verbal language to explain everything deals with the data. Then, in the formal method, the writer puts them into the table for which the result easier to understand.

