CHAPTER I

INTRODUCTION

1.1. Background of the research

Yule (1996, p.37) stated that "we suggest that people in a conversation are telling the truth, being relevant, and trying to be as clear as they can". Another statement by Grice (1975, p.48) says that Cooperative Principle refers to "make our contributing as informative as is required, at the stage at which you are engaged". Based on two statements above, Cooperative Principle is set of rules of conversation that must be applied by speaker/hearer to avoid misunderstanding during conversation by giving messages as clear as the speaker/hearer required and expected. Cooperative Principle has four sub-principles, they are: Maxim Quantity, Maxim Quality, Maxim Relation, and Maxim Manner. Maxim of quantity occurs when the hearer responses a question related to the speaker's utterance. Maxim of quality happens when the hearer gives true idea. Maxim of relation appears when the hearer's answer connected to the question. Maxim of manner occurs when the hearer answers the question systematically, not ambiguously, and efficiently.

Cooperative principle itself is a study about verbal messages somewhat unconsciously, or with certain unawareness. Every speaker is actually can be aware about how to formulate a phrase, with a specific purpose. In order to effectively communicate, both speaker and hearer must adhere to general principles of conversation referred to as the Grice's Maxims. This research is a review of the four maxims. Each of these states basic requirements that must be fulfilled in order for messages to be

transferred between speakers successfully. Related to this case, the writer will try to analyze occurrence each of Maxims in the dialogues between the border officer and traveler taken from a video uploaded by a youtube channel called *Nothing to Declare*.

Youtube is a video sharing based platform on the internet that lets people to upload, view, and sharing videos. There are many kinds of contents uploaded to youtube, such as commentary videos, gaming videos, news, and even government agency activity like Custom and Border Protection. In youtube, they share how are the officers in the Custom and Border Protection doing their job checking on every person going in and out of the country's border. One of the channels in youtube sharing this kind of content is *Nothing to Declare* with their most popular kind of series, *Nothing to Declare (Canada) | 120 Minutes Best Canada Border Complation S03*.

The officers are usually engaged in some kind of dialogue or conversation with the traveler being checked to get the information needed. The conversation between the officers and the people are the one that making this kind of video in youtube interesting. Here is one of the examples of conversation taken from the video mentioned above:

Officer   : This one?
Person   : Yeah (chuckles)
Officer   : That is not difficult to see
Person   : It is (laughing)
(00:00:39 – 00:00:46)

The context for the conversation is when a female traveler from Mexico going back and forth in an airport in Canada. An officer became suspicious and coming to   asking her of which one of the items

belongs to her. She answered the officer with very direct and short answer. This kind of case is interesting to be analyzed because there should be a complex meaning behind the short answer that the traveler gave so the officer as a hearer understood of what the traveler said. From that interesting phenomenon, the writer intended to conduct a research by analyzing a youtube entitled *Nothing to Declare (CANADA) | 75 Minutes Best Canada Border Compilation S03* for the interaction between the border officers and travelers using Cooperative Principles. The writer analyzes the dialogues within the video of each utterance occurred. The writer hopes that it can help to understand and show how and why Cooperative Principles are used. It is necessary to learn the process of the conversations and utterances occurred by using Cooperative Principle by using real life conversation. Thus, the writer carries out a research entitled "A Pragmatics Study of Grice's Maxims on Canada Border Agent Interaction with Traveler"

1.2. Research questions

From the background of the research and identification of problem mentioned before, this thesis would have two research question that the writer would like to find the answer to:

1) What are types of Grice's maxims occurred in interaction between the border officers and the traveler?

2) What is the meaning of each utterances occurred that contains Grice's maxims?

1.3. Scope of the research

The writer limits the research only to analyze every occurrence of Cooperative Pinciple referred to Grice Maxims (Maxim Quantity, Maxim Quality, Maxim Relation, and Maxim Manner) and explaining the meaning each utterance occurred that contains Cooperative Principle. In order to complete the purpose of the research, there are some particular works and writings that the writer will talk about, for certain. Based on the topic, here are some works that the Researcher will be discussing in this research; the video taken from Youtube entitled *Nothing to Declare (Canada) | 120 Minutes Best Canada Border Complation S03*, related articles, books or writings on Cooperative Principle, and any other materials that are relevant to support the analysis.

1.4. Methods of the research

There are three steps for the writer conducting this research, they are collecting data, analyzing data, and presenting the result of analysis. The writer watches the video and writes the dialogue of the Youtube video entitled *Nothing to Declare (Canada) | 120 Minutes Best Canada Border Complation S03*. This research conducted by using qualitative research methods. Qualitative approaches are particularly valuable in providing in-depth, rich data. This research will also use Statistic Descriptive method, which will use numerical data or table to present the result of the research.

1.5. Informants / Source of Data

The object of the research is the utterances from conversation between the officers and travelers that contain Maxim in it from Youtube video entitled *Nothing to Declare (CANADA) | 75 Minutes Best Canada*

Border Compilation S03. The data are in form of conversation that containing Maxim from the video.

The writer obtains two kinds of data source, which are primary and secondary data, and uses purposive sampling technique. The primary data is the data that is obtained directly from the source, whereas the secondary data is the data obtained in the primary data. (Wasito, 1992:69). The primary data are divided in to two categories according to the number of speakers present: The officer and the traveler which is various from each conversation.

Since the writer uses purposive sampling technique, the population of this research is the whole utterances that include the cooperative principles in both categories. The writer also uses note-taking to obtain the utterances by the speakers. Therefore, the writer will be able to identify the maxims in the speakers' utterances.

1.6. Data Collection Procedure

In collecting the data, by using non-participant observational technique, the writer writes down the conversations that have Maxim in it. The writer uses three steps in collecting data. First, the writer will watch the video entitled *Nothing to Declare (CANADA) | 75 Minutes Best Canada Border Compilation S03* from youtube and take a note of every utterance that contains Maxim. Second, the writer uses two steps in collecting data. Thirdly, the writer collects and edits the transcriptions of each episode. Lastly, the writer analyzes the implicatures using the Gricean cooperative principles.

1.7. Data Analysis

For analyzing the data, the writer uses the identity or padan method (Sudaryanto, 2015), since the writer's field of research is pragmatics. As explained by Sudaryanto (2015, p.15), padan method (pragmatics identification method) is the method of analyzing data which uses determiner device from outside the language (langue) itself that has relation with the data that is being analyzed, which in this research, the determiner device would be reference (Sudaryanto, 2015). There are several steps that are done by the writer before analyzing the data. They are showing the utterances that includes the cooperative principles, identifying the cooperative principles of the utterances in the data, analyzing the maxim, and explain the meaning of each utterance that contains Grice's maxims.