

## CHAPTER II

### REVIEW OF RELATED LITERATURE

#### 2.1 Pragmatics

Research on application of pragmatic has been widely performed by some of the civitasAcademica cultural studies of Gadjahmada University but with a background of Korean language courses with a thesis entitled "analysis of the principle of cooperation and politeness principle in comics geunomeunmeosisstoda" in the thesis analysed forms of violations of the principles of pragmatic politeness that principle that is contained in the comic "geunomeunmesosisstoda" and where are the makings most frequently violated.

According to the international pragmatics association (IPRA) is the pragmatic language relating to the investigation are the ins and outs of the use of the language and its function (in Soeparno, 1987:3) other Research done by Bramantya princes (2014) in the thesis entitled "the discourse text dialog in the film dalyeorajajeongeo: analysis of the principle of cooperation and politeness principle in the text of the dialogue of the film dalyeorajajeongeo and violations on both the principle of using the pragmatic principles and discourse theory. In addition, research on implicature conversations never has done before by LutfiantiAsrifah (2013) French literature, in the thesis "implicature in comicsraphetpotetoz ". The thesis analyzes the implicature types of conversations contained in the comic dialogue raphetpotetoz and clarivicationresults obtained by using the theory of pragmatic.

According to Levinson (1983:9), the science of pragmatics is defined as follows:

- 1) Pragmatics is the study of the relationship between language and context that underlying explanation of language understanding. Here, the sense/language comprehension is a for facts to understand something expression/speech language manuals needs also knowledge beyond the meaning of the words and grammar of the language, i.e. the relationship of anything to do with the context of use.
- 2) Pragmatics is the study of the ability of language users associate the sentences with context-appropriate context for phrases it.

Pragmatics is also defined as the terms that resulted in matching whether or not the use of language in communication; aspects of language usage or context outside the language that give donations to the meaning of the utterance (Kridalaksana, 1993:177).

According to Verhaar (1996:14), pragmatics is a branch of linguistics that discussed what including the structure of the language as a means of communication between speakers and listeners, and as reference language signs on things extra-lingual spoken.

Purwo (1990:16) define pragmatics as a study about the meaning of speech (utterance) using the bound context. While treating linguistic pragmatics is the unequivocal language to do with considering the context, i.e. its use on communication events (Purwo, 1990:31).

Morris (1960) says that pragmatic is the scientific discipline that studies the use of the sign, which specifically refers to the way people use sign language sign language and how it is interpreted. is the person the user is by definition the sign itself, namely the speakers.

Thomas (1995:2) define pragmatics by using the point of view of the social and cognitive point of view. With the social point of view, Thomas connects with the pragmatic meaning of the speaker (speaker meaning); and second, by using the cognitive viewpoint, pragmatics is associated with the interpretation of the speech (utterance interpretation). Thomas (1995; 2) mentions the existence of a tendency in pragmatics is divided into two parts, first by using the social point of view, linking the pragmatic meaning of the speaker. Second, using the cognitive point of view, linking with the pragmatics interpretation of the speech. Next Thomas (1995:22) and presupposes that the definition is a dynamic process that involves negotiation between the speaker and the listener as well as between the context of the utterance (physical, social and linguistics) and potential meanings that might be from a speech, define pragmatics as a field that examines the eating in the interaction.

According to Dann (1987:2) is the Pragmatic is the rules of usage of language, i.e. the selection of language form and determination of its meaning with respect to the intent of the speaker in accordance with the context and style. Pragmatics as a science is predicated on some other sciences, also study the language and the factors associated with the use of the language of science is philosophy of language, sociolinguistics, anthropology and Linguistics –

especially the analysis of discourse (discourse analysis) and toerideiksisDann (1987:2)

Yule (2006:3) describes a pragmatic is the study of the meaning conveyed by the speaker (writer) and interpreted by the listener (reader). Yule lays out pragmatic with four definitions (1) pragmatic is a science that examines the meaning of speakers; (2) that examines pragmatic meaning according to context; (3) i.e. pragmatic about how what delivered it is more much than spoken; (4) that is pragmatic is a field that examines the form of expression according to the relationship of distance. Thus, it can be concluded that pragmatic is a science that colleagues specializing about mean speakers interpreted by opponents of speech.

### 2.1.1 Classification of the Pragmatics

Pragmatics as discussed in Indonesia today, it can be distinguished from two things, namely (1) pragmatic something that in teach, (2) pragmatic as a coloring action teaching. The first part is still divided over two things, namely:

- 1) Pragmatic as a field of study, linguistic and
- 2) Pragmatic as one facet in the language called "fungsikomunikatif" (Purwo, 1990:2)

Semantics and pragmatics are the branches of linguistics that examine meanings of lingual units, just learn the meaning of semantics internally, while pragmatics studies the meaning of externally. The word "good" internally means "good, bad or not", and the word "President" internally means to heads of State, as shown in the sentence (1) and (2) the following:



- 1) Good works to make Accomplishment he can be appointed to a second term.
- 2) President was down the stairs of the plane.

Externally when viewed from its use, the word "good" is not always means "good" or "not bad". Similarly, the "President" does not always mean "head of State", as shown in the dialog (3) and (4) the sentence below:

- 1) Father: how about your mathematics exam?
- 2) Anton: well, can only 4.5 pack.
- 3) Dad: good, tomorrow do not learn. Watch kept on a course.
- 4) Beware of the President coming!

The word "good" in (3) does not mean "good" or "bad", but not vice versa. Meanwhile, sentences (4) used to quip, the word "President" in sentence (4) used to quip, the word "President" in the sentence (4) does not mean "head of State", but means someone ironically deserved the appellation was.

From the explanation above looks that were investigated by the semantic meaning is the meaning of the context-free while the meaning examined by pragmatics is the meaning that is not only "good" in the dialogue (3) meaning "bad", but "tomorrow do not learn" and "stop the hobby watching you". Thus, the semantics are (independent context) whereas pragmatics were tied to the context. Language is a social activity. Like other social activities other, activities new language manifest in human beings involved. In the speech, conforming and opponents said, same aware of the there are norms that govern actions and use of the language. Language is one of the media used in the conversation so that

people can understand what we want. Pragmatics is concerned with setting in between the back and uttered speakers. Leech stated people who say hello as speakers and the person who is addressed as speakers. Here, it is necessary to distinguish between the speakers and uttered. The recipient is the person who receives and interprets the message, while the uttered is thus that it should accept and was the target of the message.

Talking is not always related to the problem that is textual, but often it is also a question of interpersonal are in touch. Another principle of pragmatic need interpersonal, namely the principle of politeness (Politeness principle). The principle of decency had a huge number of maksim, namely maksim wisdom (Tact Maxim), maksim mercy Generosity Maxim), maksim acceptance (Approbation Maxim), maksim modesty (Modesty Maxim), maksim matches (Agreement Maxim), and Maksim sympathy (Sympathy Maxim). Politeness principle relates to two participants to the conversation, i.e. self(Self)and others (Other). Yourself is a speaker, and a third person who talked about speakers and opponents said.

As for the speech forms used for expressing maxim above is a form of speech impositive, komisive, asersive, and expressive. The form of speech komisif is a form of speech that serves to statement promise or offer. Omposif speech in used speech is to express a command or instruction. Expressive speech is speech that is used to express the speaker's psychological attitude against a state. Speech asersif speech is common in used to declare the truth proporsition expressed.

## 2.2 Implicature

Implicature in a conversation is a pragmatic implication contained in the conversations that arise as a result of violations of the principle of conversation. The term implicature is used things that might be defined, presupposed, or intended by the speaker who is different from what was actually said by the speakers. Such a conversation (Grice 1975:43, in rustono1999:82) according to Krida Laksana Implicature is a statement concept that refers to something that implied a speech is not a pleh conveyed explicitly by that speech. In simple terms, it can be said that Implicature is the meaning of indirect or implied by makna Express (eksplikatur).

Grice argued that the incidence of Implicatures the conversation must be examined. To know the existence of an implied Implicature listeners should-should pay attention to the following matters: (1) the literal meaning and the words used, (2) prinsip collaboration with a maksins, (3) the context of the speech, (4) special background knowledge, and (5) the fact that all concerned and included in the speech is understandable by both participants as well as second uttered him know or perceive that a State which I actually. Implicature the conversation generally relate to what was delivered from on how to deliver it.

In theory, Grice (via rustono, 1998:82) differentiate into several types Implicature, was Implicature non-conventional (Implicature non-conventional known as Implicature the conversation), and the last Implicaturescaled. Implicature non-conventional (Implicature conversations) it self was later divided

into two, namely Implicatures public conversations and public conversations and Implicature special conversations.

### 2.2.1. Conversational Implicature

The notion of conversational implicature is one of the single most important ideas in pragmatics (people shall often refer to the notion simply as implicature as a shorthand). Implicature is generated intentionally by the speaker and may (or may not) be understood by hearer (Jenny Thomas, 1995:58)

Conversational implicature deals with utterance meaning which is the study of extra linguistic. Utterance meaning also called pragmatics meaning that means the meaning of a sentence when it is used by speaker and hearer. Then, sentence meaning is the study of intra linguistic. Sentence meaning is what a sentence (or word) means, i.e. what it counts as the equivalent of in the language concerned (1983:3).

Futhermore, implicature as related to the method by which speakers work out the indirect illocutions of utterance (James R. Hurford, 1983:278). When the listeners hear the expression in a certain conversation, they first have to assume that the speaker is being cooperative and intends to communicate something. That something must be more than just waht the words mean. It is a additional conveyed meaning which is called an implicature.

While Grice used “conventional” to denote an implicature that is part of the linguistic meaning of the sentence, even conversational implicatures can be conventional in the non-technical sense. Grice term of conversational implicature



which provides some explicit account of how it is possible to mean (in some general meaning). More than it is actually 'said' (i.e. more than what is literally explicit expressed by the conventional sense of linguistic expression uttered (Levinson, 1983:97). Conversational implicature is implied varies according to the context of utterance. Furthermore, Jacob L. Mey in "An Introduction of Pragmatics" said that conversational implicature is dependent on the context of a particular language use (1983: 103)

In contrast to conversational implicature there is conventional implicature. It elaborates about conventional implicature. The conversational implicature discussed here, conventional implicature are not based on cooperative principle or the maxims. They do not have to occur in conversation, and they do not depend on special context for their interpretation. Same with lexical presuppositions, conventional implicatures are associated with specific words and have a result in additional conveyed meanings when those words are used (George Yule, 1996: 45)

In conclusion, it is quite different from conventional implicature, conversational implicature are primary examples of more being communicated than is said, but in order for them to be interpreted, some basic cooperative principle must first be assumed to be in operation.

### **2.2.2 The Principle of Communication**

In reasonable communication presumably can be the assumption that a speaker's articulate speech, meant to communicate something to an opponent's

interlocutor, and hope the opponents interlocutor able to understand what you are going to have communicated it. To that end, the speakers are always trying so that his speech is always relevant to the context, clear, and easy to understand, concise and solid (concise), and always on the matter (straightforward), so do not spend time talking with opponents. For example, the person who used the form of speech is "please" and "can you help me?" for different purposes and situations.

In an emergency people will tend to use the first form of speech, whereas people who help other people in the situation are not so urgent, he's likely to use the second speech. In the case of irregularities, there are implications specific to accomplished speakers. When the implications that don't exist, then the corresponding speakers are not working or not executing are cooperative. So, in summary, it can be assumed that there is some sort of principle of cooperation to do the speaker and caller so that the communication process it runs smoothly.

### 2.2.2.1 Cooperative Principles

According to Grice Palmer's book (1981: 173), there is general cooperative principle between speakers and hearers which controls or guide the way they speak. The cooperative principle consist of four maxim with their sub maxim. The four maxims are:

#### a. Maxim of Quantity

Maxim quantity requires each participant to contribute a speech to taste or as many as required by your opponent's interlocutor. for more details can be seen in the following example:

1) A: *where is your sister?*

B: *in the supermarket*

A: *with whom?*

B: *Brother*

2) A: *your sister where?*

B: *in supermarkets along side younger brother bought ice cream.*

The second example of the conversation that the conversation can be seen to (1) comply with maxim quantity because the speakers B contribute adequate and not excessive in accordance with required by an opponent he said. In contrast to the conversation (2) which contribute to the excessive actually not needed by the speakers A.

#### **b. Maxim of Quality**

Maxim quality this conversation requires every participation should conversation is based on evidence that adequate. For example, one must say that Indonesian's capital is Jakarta, it is not in other cities unless there really do not know. However, if the opposite, this can certainly note the following examples:

1) A: *the market what is famous in Pekanbaru?*

B: *Pasar Bawah*

2) A: *What most famous river in Pekanbaru?*

B: *Musi*

In conversation (1) speakers B said to abide by maxim quality due to conveying the correct information, while conversation (2) speakers breaking maxim quality due to conveying information that is not correct, it should answer

the famous Soweto B speakers with Siak River because of the Musi River is the famous River in Palembang, South Sumatra.

**c. Maxim Relevance**

Maxim relevance requires that each participant contributes to conversations that are relevant to the issue of the talks.

1) A: *what do you want to eat?*

B: *special fried rice*

2) A: *what do you want to eat?*

B: *hot tea*

In the above conversation bytes (1) abide by maxim relevance because the contribution provided in accordance with the question asked. Partial maxim relevance contained in conversation (2). Speakers B give answers that are not relevant to the questions asked. Speakers B give answers that are not desired by the speakers A saying that want hot tea while the warm tea is not a type of food.

**d. Maxim Manner**

Maxim implementation requires that each participant conversations to talk directly, not blurry, not taxa, and no exaggeration, and coherently. In connection with this principle of parker (1986:23) member examples:

A: *Let's Eat outside*

B: *yes, but not M-C-D-O-N-A-L-D-S*

The above conversation is a conversation between mother and son. In a conversation that English-speakers call answering A B indirectly by spelling out the words one by one the McDonalds. Breach of the principle of the execution



was carried out because the speakers B didn't want her son who is very fond of fast food in order to find out the meaning. Young children within the confines of a certain age will catch words spelled letter one by one. This way has intentionally done so that the child does not whine to eat at McDonalds.

### 2.2.3 Conventional Implicature

In contrast to all the conversational implicature discussed so far, conventional implicature are not based on the cooperative principle or the maxims. They do not have to occur in conversation, and they do not depend on special context for their interpretation. Same with lexical presuppositions, conventional implicature are associated with specific word and result in additional conveyed meaning when those word are used (George Yule, 1996: 45)

Conventional implicature is always conveyed regardless of context. According Levinson, Conventional implicature are non-truth-conditional inferences. That are not derived from super ordinate pragmatic principles like the maxims, but are simply attached by convention to particular lexical item (1983: 127).

### 2.2.4 Movie and Film

Both film and movie are nearly equivalent but film is considered a bit more formal or petentious. Film is defined as a sequence of images moving objects photographed by a camera and providing the optical illusions of continuous

movement when projected onto a screen or as a form of entertainment, information which composed of such a sequence of images and shown a cinema, etc.

Besides, a film which generally also is called a movie or motion picture, is defined as a series of still moving image and it is produced by recording photographic images with cameras, or by creating images using animation techniques or visual effects. Sometimes, "Movies" more often refer to entertainment or commercial aspects, as where to go for fun on a date or a theatre where moving pictures as shown or a branch of the entertainment industry, like in the Example: Last night I went to the movie with my friends to watch the latest Harry Potter film.

That's why sometimes people confuse to differ between both those terms "Film and Movie" and they use those terms interchangeably, based on Princeton University, Farlex Inc. The explanation about definition of film and movie are same (a form of entertainment that enact a story by sound and a sequence of images giving the illusion of continuous movement; "that was the first movie he ever made": they went to a movie every Saturday night")

Therefore, in the researcher's idea, simply movies are generally made to product money, whereas films are made, typically speaking, as a means to convey a story. It is due to the term of "movie" which is consider aspect such as artistic, theoretical, or technical aspect, as a material of study in a university class.

### 2.3 Relevance Studies

As for the difference of this research with research that has been described above is this research not only researching on infringement of the principle of principal-pragmatic but also researching the implicature conversation contained therein. In addition, the research individually decorated objects used are also different. From a review of the literature listed above can be seen that the object of research in the form of comics, movies, and novels, whereas this research using a Hollywood comedy film.

In 2009, Anita S Moha conducted a research entitled Conversational Implicature In “From Paris With Love” the result of this research shows that there are twenty-two (22) utterances that contain conversational implicature. It consists of nine (9) utterances are apply Generalized Conversational Implicature (GCI) and thirteen (13) utterances are applied Particular Conversational Implicature (PCI). Moreover, by considering the context, this research reveals the meaning of conversational implicature into the directive, assure, expectative, expressive, request, order/command, prohibition, opposite meaning and satirical. Therefore, it can be concluded that PCI is mostly uttered by the main characters of FPWL movie.

In 2013, Aqiana Eka Yonatri conducted a research entitled the types of conversational implicature in the American TV Series Supernatural: Season 6. The writer selected Supernatural: Season 6 as the data source because the characters often produced implicature utterances. This research discovered that two types of conversational implicature based on the theory of Grice were used by the

characters while having conversations with each other. They produced the conversational implicature by either obeying or flouting the conversational maxims. From the occurrence of all types of conversational implicature, the characters mostly used the particularized conversational implicature because most of the utterances they produced required context to interpret the implied meanings. The context could be the physical context, situational context, the cultural knowledge, the private knowledge of a person's history, and contextual context.

In 2013, Listiani conducted a research entitled the conversational implicature and the violation of the co-operative principle which appears in the 'Pariah' episode of Smallville serial movie. The subject of this study was the utterances which contained the conversational implicature in scene one and scene two of act one in written script of the movie written by Holly Harold directed by Paul Shapiro available in TwizTV.com and originally air dated on February second, 2005. The result showed that there were fourteen conversational implicatures. They violated the Grice's maxims. Mostly, they violated in Quality maxim which reached 35.7 percentages. The lowest percentage violating the maxim was on quantity maxim. It reached 14.3 percentages.

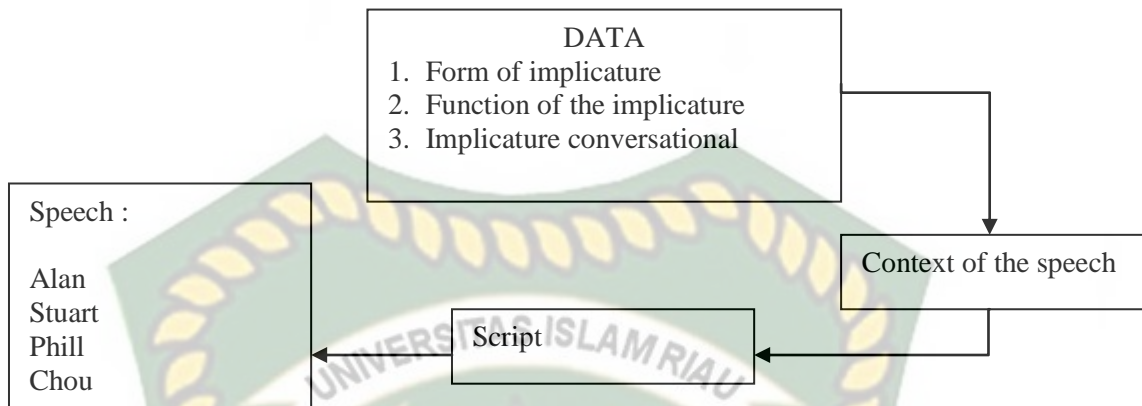
In 2012, Monita Indayarti conducted a research entitled the flouting of Implicature in "The King's Speech" (Pragmatic Approach) (Supervised by Simon Sitoto and Sukmawati). This study aimed at describing the flouting of implicature that implied in each utterance that became the main data and explaining the reason why the speakers violate it. In analyzing data, the writer used the descriptive



method. The data were collected by library and field research used purposive sampling method. The data were analyzed using a pragmatic approach. The data related to the flouting of implicatures were elaborated clearly by using cooperative principle and politeness principle. The results of the analysis show that in the English movie entitled “The King’s Speech” the speakers tend to flout the implicature in their utterances. Using Gricean analysis, the implicatures of the utterances of the speakers flout the conversational maxim: 10 utterances flout the maxim of relevance, 4 utterances flout the maxim of quality, 4 utterances flout the maxim of quantity, and 4 utterances flout the maxim manner. Using Lakoff’s analysis, the utterances of the speakers flout maxim of politeness principle: 7 utterances flout do not impose, 1 utterance flouts give the hearer option and 11 utterances flout make the addressee feel good.

Besides, the results also show that the speakers violate the maxims of cooperative principle because they assume the hearer already understand what they mean, they want to hide what their actual mean and make their utterance looks more polite; and the speakers violate the maxims of politeness principle because they want to express their feelings to the hearers of the situation they face, to ensure their wishes and intention to the hearer because they think their wishes are very important.

## 2.4 Conceptual Framework



## 2.5 Assumption

The researchers assumed that there is so much implicature conversation in the Hangover Movie.