

## CHAPTER I

### INTRODUCTION

This chapter describes about research background, statement of problem, research objectives, research significances, definition of key terms.

#### 1.1 Research Background

As social beings, humans need communication to interact with each other. Hybels & Weaver argues that communicating with others requires sharing information, exchanging ideas, and solving problems (Sundra Hybels, 2004). There are several ways to communicate, one of which is through conversation. A conversation is a discussion of two or more people in which they ask and answer questions, express feelings, opinions, ideas, and share news or information. Humans carry out conversations through several intermediaries, one of which is language. Humans use language as an intermediary for conversation to achieve their goal of socializing among humans, such as conveying ideas, thoughts, intentions and goals to other people. Language as an intermediary in communication refers to a set of systematic sounds in the form of symbols that are arbitrary, meaningful, conventional, unique, universal, productive, varied and dynamic, as well as a means of social interaction that replaces individuals in stating something or expressing the speaker's identity to others. interlocutor in a social group. With language, we can interact and communicate with other humans in the world so that with language we are able to maintain the order and balance of the world (Saussure, 1988). In today's modern technology and information era, language in conversation has been used in various digital media platforms. Recently, one of the most popular digital media today is talk show.

Jimmy Fallon's Tonight Show is a program starring Jimmy Fallon and this program is at night, and it's on NBC (national broadcasting company), NBC, it's a television show in the United States, and this event starts on February 17, 2014 and Jimmy Fallon is a replacement for Kanan Leno he left the tonight show because he retired, and was replaced by Jimmy Fallon, and for the second time the event started on February 6 2014, and not only that the show was watched by many and on television, or on YouTube.

In talk shows, participants usually convey information or knowledge through informal language. This is to make the message easy to understand and to avoid stilted conversations. The message conveyed by the speaker also needs to be understood by the listener so that the message conveyed can be understood properly. If the speaker and listener can understand what the message is communicating, the conversation is said to be operating properly and successfully. That's the message conveyed not only explicitly, but also implicitly. Sperber and Wilson (Sperber, Dan and Wilson, 1986) argue in Nadar (2013) that good conversation does not occur when the listener understands the intent of what the speaker is saying, but when the listener is able to identify the original intention of the speaker through their speech. Everyone in the conversation must have the same information and be cooperative to prevent misunderstandings. Grice (1989) proposes a principle for effective conversation. He introduced the "principle of cooperation" to define it. The principle of cooperation is one of the rules that apply in conversation. One of the conversational norms is the cooperation principle. This notion indicates that participants must provide conversational contributions as necessary (Grice, 1989). In other words, it is expected that the speakers would contribute to what required by the conversation's goal. Four maxims comprise the cooperative principle. The maxims in question are the maxims of amount, quality, relation, and manner. By telling the truth (providing accurate information), providing the information as much as necessary, and being as clear and relevant as possible, these four maxims govern how speakers should participate in a conversation.

There may be cases, however, in which the speaker does not adhere to one of the maxims of the cooperative principle, where the speaker violates one of the maxims of the cooperative principle. The speaker may give the listener insufficient or excessive information or, erroneous statements, and excessive information, misstatements, and information that is irrelevant and unclear to listeners. This situation is known as flouting of maxims. According to Thomas (2013), flouting of maxims occurs when the speaker blatantly fails to comply with the maxims which can make the resulting utterances generate implicatures. Thus, the listener must find the intended and implied meaning of the speaker's words. irrelevant and ambiguous information. is known as a violation of the maxim in this situation. This is known as a violation of the maxim in this case. Thomas (2013), a maxim is violated when the speaker blatantly ignores it causing the utterance to produce an implicature. According to Tomas (2013), a maxim is violated when the speaker blatantly ignores it causing the utterance to produce an implicature. the listener must determine the speaker's intent and implied meaning. As a result, the listener must determine the speaker's intention and the inferred meaning. Sometimes, speakers ignore rules to achieve certain goals, such as covering something, saving time, showing concern, anticipating something, providing solutions, emphasizing something, cynical, and clear (Nurindah, 2004).to achieve a certain goal, such as covering something, saving time, showing concern, anticipating something, providing a solution, emphasizing something, cynical, and clear (Nurindah, 2004).

In this research, the researcher is interested in using podcasts as the object of research because podcast is one of the best samples to find the use of Grice's maxim in society and the conversation that is used in the podcast portrays issues that humans face in their daily life. The maxims of cooperative principle are important to achieve communication goals, although in real conversations like podcast, speakers do not always obey the cooperative principle. Therefore, the researcher chooses two YouTube videos of *The Tonight Show Starring Jimmy Fallon* "Neal Breannan compares the Crash of

Crypto to Fyre Festival” and “Jessica Chastain's Three-Legged Dog Accidentally Made His Broadway Debut”. Additionally, Grice’s maxim analysis was used by the researcher. This study focuses on analyzing floating maxim in *The Tonight Show Starring Jimmy Fallon* talk show.

## 1.2 Research Questions

The research questions are as follows:

1. What are the types of flouting maxim appeared in *The Tonight Show Starring Jimmy Fallon*?
2. What are the functions of the flouting maxim appeared in *The Tonight Show Starring Jimmy Fallon*?

## 1.3 Research Objectives

The objectives of this study are:

1. To identify the types of flouting maxim appeared in *The Tonight Show Starring Jimmy Fallon*.
2. To identify the functions of the flouting maxim appeared in *The Tonight Show Starring Jimmy Fallon*.

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## 1.4 Research Significances

This research uses the theory of Grice (1975) about cooperative principle which is a principle or rule that makes the information conveyed run effectively. The researcher hopes the result of this study can raise the knowledge for future researchers about how to make the good conversation between speaker and listener as the participants in conversation based on pragmatics study.

Theoretically, the researcher expects for the result of this study to be useful for linguistic studies in general, in the of cooperative principles (flouting maxims) which has meaning and function(s) and practically, this research is expected to be able to improve the writer's ability to comprehend this study and understand about flouting maxims itself. Furthermore, for the reader, the result of this study can be used as a reference to study flouting maxims of cooperation principles and as additional knowledge in pragmatic, cooperative principle, flouting maxims and others. The last is for other writers, the result of this research can be used as one of the references and information for further writer related to the field.

## 1.5 Definition of Key Terms

1. **Cooperative principle** describes how people engage with one another in social science in general and linguistics in particular. It reads as follows, according to Paul Grice, who originated it: "Though framed as a prescriptive mandate. For communication to take place, speakers and listeners must work together and accept one another. According to the cooperative concept, successful conversational communication can be realized in typical social settings. In order to eliminate this ambiguity, the goal of conversation is for the speaker(s) and listener(s) to arrive at the same understanding of the utterances. When using the cooperative principle to understand the speaker(s)' intentions, the listener(s) should be able to supply information that is as thorough as possible. The goal of the concept is to provide a description of typical conversational behavior. Basic assumptions in a conversation where each speaker is expected to make the necessary contribution in the conversation process (Yule, 1996, p. 37).

2. **Maxim** is a branch of pragmatics that falls under the cooperative principle. Maxim is the idea that determines how much a speaker contributes to the conversation. The pragmatic account of communication proposed by the philosopher Grice in 1975 is the foundation of the maxim notion. Since collaboration is assumed so frequently, it can be expressed as a cooperative principle of dialogue and expanded upon in four sub-principles, or maxims (Yule, 1996, p. 37). In order to generate cooperative-principle discussion between the listeners and speakers, maxim is a rule that should be followed. To aid speakers and listeners in understanding what is being said, the cooperative principle comprises four maxims: the maxims of quantity, quality, relation, and manner. Linguistically it is mocking, while Maxim is a rule of language. According to Thomas (1995, p. 65) ‘the violation occurs when a speaker openly disobeys the maxims at the level of what he is saying, with the intention of deliberately producing implicatures, from there the violation of the maxims is a situation where the working principles rule. the same, namely the maxims of quantity, Quality for relationship and manner are not fulfilled, the speaker does not obey the principles of cooperation that the listener must look for, implicatures or hidden meanings that are not spoken directly. The author can conclude that Maxim’s flouting is a violation of the rules in language.
3. **Flouting Maxim:** In a conversation, people are not always honest and cooperative. Any discussion can be judged by the speakers’ intentions. Both the speakers and the listeners may benefit or suffer from these aims. Flouting is the act of speakers purposely failing to uphold certain maxims. Flouting is “silent” in the sense that it is evident at the time of the utterance that the speaker has purposefully deceived, provided insufficient information, or been unclear, irrelevant, or difficult to understand, according to Peccei (1999, p. 27). (Natalia and Tupan, 2008, p. 63). Cook (1989, pp. 31–32) lists five goals that can be attained with maxims,

including respect for the listener, irony and hyperbole creation, topic switching, secrecy, and humor. In disobeying. The speaker wants to deceive the listener by disobeying a maxim. A speaker who disobeys a maxim runs the risk of not listening or of providing insufficient, confusing, or irrelevant information, both of which could hinder communication and have no bearing on implications (Pham, 2010, p. 198). The four sun-maxims in the cooperative principle are susceptible to this flouting. when a speaker ignores a maxim but expects the listener to understand the implied meaning the listener understands the intended meaning (Cutting, 2002).

