

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Maxim violation of cooperative principle is one of interesting phenomena in language used. It can be found in our daily life when people having conversation. When saying something, people do not always say what is true and what they have evidence for. The speakers also do not always make their contribution as informative as it is required. The contribution they make is also not always relevant to the interaction and the way in which they are saying something. In other word, it can be said that what the speaker say is sometime unclear. If the speakers do all of those intentionally, that means they violate the maxims of cooperative principle.

Violation of maxim is a kind of non-observance of cooperative principle. Grice defines violation of maxims as the unostentatious non-observance of maxim. When violating the maxims, the hearers will be liable to mislead (1975:49). The speakers know that the hearer will not know the truth and will only understand the surface meaning of the words. They intentionally generate a misleading implicature (Thomas, 1995: 73).

Cooperative Principle, according to Grice, is a rough general principle which participants will be expected to observe when having conversation. The cooperative principle says “Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged” (Grice, 1975:45). According to the

Cooperative Principle both speaker and hearer converse with the willingness to deliver and interpret a message. The speaker and hearer cooperate and that is why they communicate efficiently. This explanation is supported by the example below:

Doctor : How long you have been trying?

Lily : Six days.

The example above is taken from American TV Series *How I Met Your Mother*. The dialogue is conducted between a doctor and Lily. In this occasion, the doctor wants to know how long Lily has been trying to have a child. In answering doctor's question, she observes all of maxims. She answers the question by saying the truth and giving clear information. The answer that she gives is as informative as is required. Her answer also relates to the question. Lily tries to cooperate with the doctor by making her conversational contribution such as is required by the accepted purpose or direction of the talk exchange in which she is engaged.

Lily, as the speaker, does not always observe maxims and cooperate when she speaks to another hearer in different condition. The example below shows how Lily violates maxims and does not cooperate with Nora, her friend's girlfriend. The information she gives is false and unclear. In the last of her utterance, she also says irrelevant topic.

Nora : So. How do you all know Barney?

Lily : Oh, I don't know how we know Barney. How does anyone know how they know anyone? I like your pretty hair.

The two examples above can be regarded as the reflection that a speaker does not always observe the maxims of cooperative principle in the conversation.

The speaker might violate them. The speaker violates the maxims may be affected by some contextual factors. Thus, what categories of maxims are violated among the major characters in *How I Met Your Mother* and the contextual factors influence them in violating the maxims are very interesting to analyze.

The writer is interested in studying violation of maxims in American TV Series *How I Met Your Mother*. *How I Met Your Mother* is a famous American serial television which firstly published in 2005. It is created by Craig Thomas and Carter Bays. This series tells about an architect gathers his daughter and son to tell them the story of how he met their mother. Flashback to where the story begun in 2005, when he was a single, 27-year-old architect, spending almost of the time with his four best friends in Mc. Larren, a bar in New York. This TV series is a mix of comedy, drama and romance. There are many complicated problems about love story and friendship. These are possible to influence the characters to violate the maxims in communicating among them.

1.2. Research Questions

In *How I Met Your Mother* TV Series, the participants do not always observe the Grice's maxims. Participants violate these maxims and it is influencing by some contextual factors. So, the problems in this research are about the violation of maxims done by the major characters in the *How I Met Your Mother* TV Series and the contextual factors influencing the characters to violate certain maxims in this TV Series. As guidelines, the writer formulated the research questions as follows:

1. What maxims are violated by the major characters in TV Series *How I Met Your Mother*?
2. What are the contextual factors that influence the characters to violate certain maxims of cooperative principle in TV Series *How I Met Your Mother*?

1.3. Objective of the Study

This research is generally aimed at violating the maxims which appear in TV Series *How I Met Your Mother* and the contextual factors influencing participants to violate certain maxims. In specific, it is aimed at identifying and describing:

1. The violation of maxims by major characters in TV Series *How I Met Your Mother*.
2. The contextual factors that influence the characters to violate certain maxims of cooperative principle in TV Series *How I Met Your Mother*.

1.4. Limitation of the Study

This study is focused on discussing the violation of maxims by the major characters in *How I Met Your Mother* and contextual factors influencing them to violate certain maxims. Then, the writer takes conversation only in some episodes of sixth and seventh season which consist of violation of maxims.

1.5. Method of the Research

In conducting this research, the writer follows some procedures of research as proposed by Sudaryanto (1993:5). The procedures are collecting the data, analyzing the data and presenting the result of analysis.

1.5.1. Collecting the Data

The data of this research are taken from the conversation in TV Series *How I Met Your Mother* season 6 and 7. The writer chosen these seasons because these are the seasons where there are many complicated problems among the characters. It makes the possibility of violation by the characters.

In this research, the writer used the non-participant observational method. The writer does not involve himself into the dialogue or conversation among the speech participants (Sudaryanto, 1993, 134). It means that, in collecting the data, the writer does not act as a speaker or hearer to respond or to listen to the other speech participant. The writer only observes the situation in the movie comprehensively. Since the participant of speaking process does not realize that they have been observed by the writer, this kind of observational method helps the writer to collect the data objectively. The writer observed the utterances utter by major characters which violate these maxims in *How I Met Your Mother*. Then, the technique that used is note taking. Firstly, the writer watches the movie for several times to observe what the participants say. the writer watched the episodes that will be taken as data. Then the writer identified the objects of research, those are the utterances containing the violation of maxims. After identifying, the writer transcribed the data orthographically. After all of the utterance contains violation of maxims are found and transcribed, the writer takes some data as sample, which means a section of population that is going to be analyzed. Some data which taken as sample are called as corpus of data.

1.5.2. Analyzing the Data

In analyzing the data, the writer applied pragmatic identity method. In pragmatic identity method, the speaker's utterance affects the hearer response; it is seen based on interlocutor reaction. Firstly, the writer described the text based on its context then identified the part of conversation that violates the maxims. The writer used the theory of cooperative principle and its maxims by Grice (1975) in answering the first research question. After the data are transcribed, they are classified based on the categories of maxims which is violated.

Meanwhile, to answer the second research question, the writer applies the ethnography of communication with SPEAKING model by Hymes (1972). By using that theory, the contextual factors which influence the characters to violate maxims will be answered.

1.5.3. Presenting the result of Data Analysis

In presenting the result of the analysis, the writer applied both informal and formal method. The technique which is used in informal method is verbal statement; the analysis will be presented by using ordinary words or natural language. Then, the technique which is used in formal method is symbol or sign (Sudaryanto, 1993: 145).