

CHAPTER 1

INTRODUCTION

1. 1. Background of the Study

“Cooperative principle (CP)” according to Grice “makes a conversational contribution of what is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which the speaker and the hearer are engaged” (37). It means CP organizes the conversation that does not escape from the purpose of the conversation in order to make the speaker and the hearer cooperate each other to reach an effective communication. However, in conversing, speaker and hearer sometimes directly disobey the CP. Grice discussed five ways of disobeying the maxim. There are violating, flouting, infringing, opting out and suspending. Violating of a maxim occurs when the speaker makes the hearer difficult to understand the speaker’s idea. For example, the speaker does not give information as required that causes misunderstanding in the conversation. Flouting of a maxim occurs when the speaker outspoken fails to disobey a maxim. Infringing of maxim occurs when the speaker unconsciously disobeys of the maxim. This case is generally done by a young child, foreigner, drinker and disabled people. Opting out of a maxim occurs when the speaker does not want to obey the maxim in certain condition, like giving unethical or illegal information. Suspending a maxim occurs when the speaker avoids some words or sentences that are inappropriate or taboo to say, like mentioning a name or a place. From the five ways of disobeying the maxims, the writer decides to focus on violating a maxim.

In conversation, speaker follows the CP but more frequently and directly violate the CP. Violation of CP can emerge when one of the participants does not want to communicate and the speaker gives unclear information that leads to misunderstanding. This makes the speaker's utterances are not informative, false, irrelevant, ambiguous and not coherent.

The violation of CP possibilities occurs in conversations in *Garfield comic strip* because, the characters in this comic, misunderstandings frequently occur. The main character in this comic, Garfield, he always does not care with the partner's talk in conversation that makes conversation is not coherent. This case triggers the violation of CP maxims in this comic.

1.2. Identification of the Problem

The research questions of this study are as follows:

1. What are the types of violating the maxims found in "*Garfield comic strips*"?
2. What are the reasons of the characters for violating the maxims?

1.3. Objectives of the Study

The main objectives of this research are to analyze the violation of the Grice's CP maxims found in *Garfield comic strips*. The specific objectives are:

1. To identify the types of the violations
2. To identify the reasons of the main characters to violate the maxims.

1.4. Scope of the Study

This research aims to analyze the types of violation of Grice's maxims. The data focus on the utterances of the main characters: Garfield, Jon and Liz, and their reasons to do the violation. The data were chosen based on the similarity of theme.

1.5. Methods of the Research

In conducting the research, in general, the writer follows the methods proposed by Sudaryanto (1993).

1.5.1. Source of the Data

The writer took the data from the American comic strip “Garfield”, downloaded from (www.garfield.com), published daily in 2012. The reason of choosing *Garfield comic strip* is because this comic is widely known in the world. As informed in (<http://iamshellun.wordpress.com>), this comic strip was licensed by 2570 newspapers and magazines, and got the record in the Guinness world records as the most widely licensed comic strip in the world in 2006. Historically, the name of Garfield was taken from the name of the author’s grandfather, James Garfield Davis. This name was taken from the name James Abram Garfield, the 20th presidents of The United States. Garfield comic was first published on June 19, 1978, which is decided as the Garfield’s birthday.

There are many possibilities of violation of maxims CP in *Garfield comic strips*. Thus, the writer is interested to analyze the conversation between Garfield and other characters of this comic, the types and the reasons of violation of CP maxims.

1.5.2. Collecting the data

In collecting the data, the writer applies observational method since the writer is as an observer. The writer applies purposive sampling technique by Sutopo to select the data that support the research (45). There are some steps in collecting the data. In the first step, the writer browsing and collecting daily comics from (<http://www.garfield.com>.) In the second step, she selects several parts of the comic strips that suit to the object of the study. Here, the writer

applies purposive sampling technique to select the data under the similarities of the story theme. The theme is related to Liz. She is Jon's girlfriend.

The writer took the data from *Garfield Comic Strip* in 2012. This Comic was published every day. In a year, there are 365 comics produced. The writer only chose the similar story theme, about Liz, and found 55 data. After selecting the data, the writer took 20 data to analyse that contain violation of CP maxims.

1.5.3. Analyzing the Data

In analyzing the data, the writer applies pragmatic identity method (Sudaryanto, 1993: 14). This method aims to identify the violation of maxim as found in *Garfield comic strips*. First, the writer determines the types of maxim violation of the data by applying Grice's theory. Second, the writer finds the reasons why the characters violate CP maxims based on the writer's interpretation and the Hymes's theory of context.

1.5.4. Presenting the Result of Analysis

In presenting the result of analysis, there are two methods applied. They are the formal and informal method by Sudaryanto (145). The formal method is applied by using in which signs, symbols, table and the percentage. The writer describes the types and the reasons of violation of CP maxims in the table and percentages. Informal method is giving explanation by using verbal language.