

CHAPTER I

INTRODUCTION

This chapter includes explanations of the reasons why this study was conducting. Which were in this part was divided into six parts, they are research background, research problems, research objectives, the scope of the research, research benefits, and definition of terms.

1.1 Research Background

A language and human life are two things that cannot be separated. People need a language to create communication as social beings. They need to interact to make relation with one another. Communication is important to share their ideas, feelings, and information that they think in their mind. In transferring the information of their ideas from one person to another, the information must be as clear as possible to transfer to make the listener understand the meaning. The conversation must have both the speaker and the listener who need to cooperate and have a contribution that can be understood so the communication will be successful (Ibrahim, Arifin, & Setyowati, 2018). Hence, to make the conversation run smoothly, it needs the participant that gives a response to whatever interlocutor said.

In the daily conversation, sometimes people face misunderstanding with the speaker meaning. Therefore, to avoid misunderstanding between listener and speaker, people need to know the context of the conversation itself. In linguistics, there are pragmatic to study the meaning of language. The study of what speaker's meaning is called pragmatic (Yule, 2010:127). Different from semantic, pragmatic is context-bound while semantic is not bound by context. How the participant gives the required information, truthfulness, relevance and clear information are important to create good communication. Those requirements are called as "Cooperative Principle" theory proposed by Grice. According to Grice, cooperative principle orders the participant to make the conversational contribution as it is required, at the stage at which it occurs, and by the accepted purpose or direction of the talk exchange (cited in Yule, 1996:37). There are four

sub-principle in Cooperative Principle which is known as a maxim. They are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. In each maxim it is explained about in the conversation the participant should tell the required information, truth, relevant, and give clear information in order to make the conversation run smoothly. The cooperative principle imposes certain restrictions on participants to adjust their speech in correspondence with the maxims (Affifatusholihah & Setyawan, 2016).

In the conversation, sometimes the participants do not obey the Cooperative Principle. Some participants often give more or less information, say something that glances at ambiguity, say something false and being irrelevant. In Grice's theory, there are Floating Maxim that explains that case related to do not obey the Cooperative Principle. The floating maxim means that the speaker blatantly and deliberately fails to fulfill the certain maxim (Grice, 1991:30). People have some purpose in flout maxim, it can be to make a hidden meaning of their utterances. For example, a man asks, "who broke my glasses?", his friend answers "I do not know" (wrong information). Actually, his friend was breaking the glasses, but he tried to hide it by giving the lying answer. He does not want to make the man angry with his mistake. From that example, the participant is flouting the maxim of quality by saying something false. Flouting maxim not only found in the real conversation but also in the movie.

Conversation also can be found in the movies therefore, flouting maxim can also be found in movies. In some movie's dialogue, the characters do not follow the Cooperative Principle. They have some intention to do it, in order to hide the message of that conversation and make the audience guess the hidden meaning. The flouting of maxim occurs for some certain motivation depends on the situation (Ibrahim et al., 2018: 84). A movie can visualize human life, some of the storyline based on the phenomena and they also put some social value. In the movie, the story is supported by the setting, facial expression, and context. Therefore, by those supporting aspects analyzing flouting maxim in a movie can be an interesting study.

The movie is a moving record or moving images that tell a story which has the purpose to entertain the audience and showed on the screen or television. There are several kinds of movie, such as animation, comedy, horror, sci-fi, dance films and many more. One type of movie that attracts a lot of attention now, it is an animated movie. In this movie is completed by a storyline that makes the characters make some dialogues. Although it is animation, the story of this movie is still inspired by some aspect of human life. Therefore, by those dialogues, this research was analyzed flouting maxim that appeared in the movie. Many animation movies that can use as the analyze subject, one of animation movie that mostly interested was *Spider-Man: Into the Spider-Verse*.

Spider-Man: Into the Spider-Verse is the animation movie that attracted public attention in 2019. The success of this movie is proven by its success as the best animation movie in the 2019 Oscar Award and other awards. Adapted from the previous series of *Spider-Man* movies, with the combination of the comic style for the animation, it is bringing a new color to this movie. Not only the animation version that makes this movie is different from the previous, but the character of *Spider-Man* also breaks the minds of the audience. Based on the summary in Imdb.com, this movie is telling about the new *Spider-Man* after the death of Peter Parker. Miles Morales as the main character of this movie, in which he is a smart boy that was bitten by a spider in a place when he made a graffiti with his uncle. After the day when he was bitten by the spider, Miles go back to that place to see the spider. Unexpectedly, at that place, Miles saw Peter Parker was killed when he tried to stop the collider. Before Peter Parker died, he gave goober to Miles with the intention that Miles can stop the collider. Evidently, on that day all off the *Spiders* from different universe accidentally entered the universe where Miles live. After that he with the others, there are five *Spiders* which are Peter B. Parker, Gwen Stacy, Spider-Ham, Peni Parker, Spider-Man Noir. Since that day they have united their forces and succeeded in defeating Kingpin and shut off the collider, then all off the *Spiders* can go back to their place origin. The dialogues between each character sometimes do not follow the maxims. It is caused by some factors such as the close relation or to make

the situation be closer. In some cases, it also happens when the conversation runs between character which has an average age that relative same. When Jefferson (Miles's Dad) asks "Is that a coffee shop or a disco?" and Miles answer "Dad, you are old, man," in this conversation Miles try to hide the meaning by giving not relevance answer. Miles's response gives the sign to his dad to realize that he did not interest in the topic when he tried to give a short answer that no relevance with the previous topic.

In some case people hide the meaning to make the audience failed to catch the meaning and leads misinterpretation. In real life, sometimes people flout the maxim to deliver their intention. For example, when a father mad to the habit of his son, then he will say "just do it, as long as it makes you happy". This example is the expression that he is mad to his son. If the listener understands this utterance means that he does not want his son to continue his bad habit. It is also can happen in the movie that makes the audience misunderstanding with the meaning. One case when someone flouts the maxim by giving too little information, it can risk their hearer not being able to identify what they are talking about because they are not explicit enough (Cutting, 2008:34). By that reason, this research used the movie in conducted this research, with aims to give an explanation about flouting maxim that appeared in the movie.

The interest of this research was to analyze flouting maxim in *Spider-Man: Into the Spider-Verse* as the subject of the research, because it was the best animation movie in 2019. This movie has been won six awards and nominated seven times. The other reason of interest to analyze this movie because she found many flouting maxims in the movie dialogues. The combination of dialogues from many characters with different background and ages is also an interesting thing to analyze. Therefore, this research was great to conduct in analyzing flouting maxims.

1.2 Research Questions

Based on the background of the study, the problems formulation as follows:

1. What types of maxim are flouted in *Spider-Man: Into Spider-Verse* movie?

2. What are the reasons of flouting maxims in *Spider-Man: Into Spider-Verse* movie dialogue?

1.3 Research Objectives

Related with the research questions, the objectives of this study are stated as follow:

1. To describe the types of maxim that are flouted in *Spider-Man: Into Spider-Verse*
2. To reveal the reasons of flouting conversational maxim showed in *Spider-Man: Into Spider-Verse*

1.4 Scope of the Research

This research limitation was only focus on flouting maxim as the part of cooperative principle in pragmatics. It is disused a movie dialogue by using that theory. This was focused on the types of flouting maxims and reasons of flouting the maxims that appear in the movie.

This research analyzed the dialogues that were done by Miles between his parents and Miles between Peter in *Spider-Man: Into Spider-Verse* movie. In this movie Miles and Peter Parker were the main characters, then it made them involve in many dialogues and as a teenager Miles made many interaction with his parents. In this movie from the first scene until the end, it was found some flouting maxim dialogues between Miles and his parents. Hence, Miles dominated the dialogue of this movie and those characters chosen had important role to Miles as the teenager Spider-Man. As was known Peter Parker in this movie as the companion of Miles gave him support to be a Spider-Man and also the family conflict made the parents role important for this movie. Although many flouting maxims appeared in this movie, this research only chose those characters because they often appeared and here also as important characters in this movie. That is why those character were chosen because they dominated the conversation in this movie.

1.5 Research Benefit

After finished this research, expected that finding would be useful in theoretically and practically. There were the significances of the research that may obtained:

1. Theoretically, this research can give contribution in analysis discourse of pragmatic, especially in movie. It can also as the reference for the analyzing flouting maxim.
2. Practically, this research is expected can give more understanding about non-observance of the maxims in Pragmatics. In hope, it can give contributions to next researcher which interest to study related topic.

1.6 Definition of Terms

1. Cooperative Principle: The principles of conversational that was proposed by Grice. It is make your conversational contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged (Yule, 1996). In other word, it makes the conversation be informative, truthful, relevant and clear. There are five types of maxims in this principle, which are maxim of quantity, maxim of quality, maxim of relation and maxim of manner.
2. Flouting maxim: When the participants does not observe the maxims during the conversation to give some hidden meaning and purpose. According to Levinson, flouts the maxim is where the speaker deliberately and ostentatiously breaches (Levinson, 1983)
3. *Spider-Man: Into Spider-Verse*: This is a superhero animation movie that premiered at the Regency Village Theater on December 2018. The movie was told a story about all off *Spiders* from all universe that was meet in one universe which has purpose to shut off Kingpin's evil plan.
(https://www.imdb.com/title/tt4633694/plotsummary?ref_=tt_stry_pl)