

# CHAPTER I

## INTRODUCTION

This thesis is written to describe the flouting maxim contained in the movie script *Baby's Day Out*. In this chapter there are six sub-headings that will be presented, namely the background of the study, statement of the study, objectives of the study, significance of the study, scope and limitations, and operational definitions.

### 1.1 Background of The Study

Humans are social creatures, where they need each other and interact. In everyday life, humans use the language to communicate. The meaning of language itself is a human tool used to communicate and convey goals in activities. According to Kridalaksana (2009: 24) language is a system of sound symbols that are used by the community to interact, work together, and also identify themselves. On the other hand, language can also be interpreted as a communication tool in the form of a system where there are symbols and sound forms, have arbitrary properties, have meaning, have uniqueness, are productive, diverse, dynamic, and human, which are used as a tool for social interaction and have a function. as the identity of the speaker (Chaer, 2012:33). Therefore, in a conversation or interaction, of course we need a speaker and a listener to work together throughout the conversation, so that they can exchange ideas and express what they want to convey.

In the linguistic branch there are many things that can be learned, namely in finding meaning from the speaker, one of which is pragmatics. According to Yule (2014: 5) pragmatics has the meaning as a science that studies a relationship between language and language users. In addition, the broad meaning of pragmatics is the science of language regarding speech used in certain situations, in other words a speaker can use good and correct language in communicating (Djadjasudarma in Tania, 2019: 2). In pragmatics, there is a guideline so that communication can run smoothly. According to the theory of Grice (1975), there are four principles in conducting a communication, including: communicating honestly, providing the necessary information, being relevant, and avoiding unnecessary ambiguity, that is what is called the "Principle of Cooperation". Grice (1975) also argues that these 4 principles can be obeyed by a speaker and listener in carrying out a conversation, so that they contribute to each other's conversation and it can take place well.

However, sometimes a conversation doesn't always go well. This can be caused because a listener cannot understand what the speaker is saying. It can also make them find misunderstandings in the conversations they have. Therefore, to avoid this, a listener must know and understand the intent and purpose of the speaker. Without us realizing it, sometimes they usually speak or convey what is on their mind which does not comply with the principle of cooperation. This is what makes them flouted the cooperative principle guidelines, or what is commonly called the flouted of maxims. According to Cutting (2002), maxim flouted can occur when a speaker fails to understand

maxims, but he hopes that the listener can recognize the meaning he conveys or the implied meaning. However, sometimes a speaker has a purpose to flout maxims so that what is conveyed can be understood by the listener. For example, we use ways to make people aware of something without hurting that person's feelings.

Communication that occurs in everyday life is not only created from a conversation between a speaker and a listener directly, but communication can also be created from programs on television such as a movie. The increase that occurs from television programs today can be said to be very high in terms of movie program production. Movies are included in one type of entertainment. Bordwell and Thompson (1997:3) argue that artifacts that have been made by humans have a purpose for human purposes themselves. Movie can be defined as a work of art that can reflect people's lives, because it is made based on social phenomena and cultural values. According to (Wibowo in Rizal, 2014) movie is a tool used to convey various messages to the general public through story media, and has a broader meaning, namely as a medium of artistic expression for artists and moviemakers to express their ideas and story ideas. . It is also classified as a form of oral discourse in which the phenomenon that the researcher analyzes is a flouted of maxims. A movie also has several aspects that can reflect some phenomena clearly from other media. Phenomena in movies are of course different from novels, phenomena described by movies are seen more clearly when viewed through context, setting, facial expressions,

and the like. Therefore, analyzing the maxim flouted in a movie can represent the maxim flouted analysis in real life.

The Baby's Day Outs film tells the story of three criminals who plan an action to kidnap a baby by posing as a children's photographer. But the baby they kidnapped seems to have quite a lot of sense. The babies escape from their hiding place and crawl into downtown Chicago. Baby's Day Out is an action comedy film released on July 1, 1994, written by John Hughes and produced by Richard Vane and John Hughes, and directed by Patrick Read Johnson.

The researchers are interested in knowing more about cooperative principles in conversation, therefore the researchers decided to choose this title as a field to study. This study aims to study the flouted of the principle cooperative maxim in the movie entitled Baby's Day Out. This study focuses on the flouted of maxims in the speech of the antagonist characters found in the conversations, because it could happen because of whether or not the information conveyed by the speaker is true, as well as the number of types of flouting that are flouted the mostly by the antagonist characters. And the researcher focuses on flouting maxim compared to violating because in the film the researcher finds some data related to flouting maxim, it can be explained that the antagonist character or the speaker has flouted maxim when they fail to fulfill it. The purpose of the speaker is not to deceive or mislead, but rather the speaker wants the other person to find out different meanings or reveal the true meaning in the conversation. Therefore, this study was written to enrich the study of flouting maxims.

## 1.2 Statement of The Study

Based on the research background described above, there is the problem formulation propose in this study. The formulation of the problem is what are the flouted maxims used by the antagonist characters in *Baby's Day Out* movie ?.

## 1.3 Objectives of The Study

Based on the statement of the problem above, the focus of the study is to answer the problems in the research formulation. Based on this, the focus of the study is to identify and describe the flouted maxims used by the antagonist characters in *Baby's Day Out* movie.

## 1.4 Significance of The Study

This research is expected to provide knowledge about the function of language in conversation, either directly or contained in a movie. This will be very beneficial, both academically and practically.

1.4.1 Academically, this study can expand the sources of linguistic studies, especially in pragmatics which is Grice's theory of Cooperative Principles and Flouting Maxims in the movie.

1.4.2. Practically, this research can make people understand about how to communicate more effectively and make the sentences conveyed by speakers can be said to be well received by listeners. Not only that, this research can also help language teachers to develop innovation and interaction in the classroom. The teacher can help students in foreign language subjects to have a deeper understanding of the Cooperative Principles.

## 1.5 Scope and Limitation of The Study

There are many kinds of maxims that are flouted in Baby's Day Out movie. However, in this study, the researcher focuses on the flouted of maxims found by the antagonist characters in the movie. It is because the antagonist characters such as Edgar Mauser, Norbert Leblaw, Victor Riley in the film have a forgetful nature and are even very careless in doing something, so they often flouted the maxim on the conversation in the movie.

## 1.6 Operational Definition

The operational definition of the research will be explained below:

1.6.1 Maxim is a principle in a conversation that must be obeyed by both the speaker and the listener so that there is no misunderstanding between them.

1.6.2. The flouted maxim is a type of maxim that is not obeyed or obeyed properly, and it can be said that a speaker fails to obey the maxim.

1.6.3. Antagonist characters is an individual created by the author who experiences events in a story and is depicted as an evil character or can be said to be bad. And that character is the source of the story's problems.