CHAPTER I

INTRODUCTION

1.1 Background to the Study

Language is a communication device to communicate with each other. Basically, language is not only an utterance but also a gesture. We can analyze an utterance and a gesture based on the assumptions that exist in the context or even beyond the context, so that we can analyze the meaning of that utterance or gesture – whether it is a literal meaning or a non literal one. This study is called pragmatics. According to Verschueren in Trigia (2006:8), pragmatics is the study of language use, or, to employ a statement more complicated phrasing, the study of linguistic phenomena from the point of view of their usage properties and processes. In pragmatics, we can also study conversation in which the intention of the conversational is whether or not hidden by the speaker because by one utterance many things can be implied. This one is called conversational implicature.

Grice in Brown and Yule (1983:31) mentioned that Implicature term is used to account for what the speaker can imply, suggest, or mean, as distinct from what the speaker literally says. Besides, Grice also argued that conversational implicatures are determined by the conversational meaning of the words used. It is an interesting analysis because as the dynamic humans who use dynamic language, it cannot be denied that we unconsciously often

make conversational implicature causing some violations of conversational principle for several reasons. For knowing the reason why someone makes conversational implicature, we have to know first the conversational principle that has been violated. There are several conversational principles, and one of them is co-operative principle. Grice in Levinson (1983:101) mentioned that there are several maxims of co-operative principle, such as: maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner.

One of the maxims of co-operative principle is maxim of manner. According to Grice in Lian-Hee and Cheung (2009:3), maxim of manner is one of the co-operative principles that requires to be perspicuous including avoiding obscurity, avoiding ambiguity, being brief, and being orderly. Thus, maxim of manner is maxim that sets and explains how the conversation is delivered; whether it is briefly, ambiguously, obscurely, and orderly.

There are two sources to find out the data regarding the violation of maxim of manner; written text and oral text. Novel and short story are the examples of written text that can be used to find out the data in analyze maxim of manner, while oral text is directly spoken by the speaker. This type can be derived from radio and television.

In finding out the data regarding the violation of maxim of manner, the writer uses novel because the context and the phenomenon in the novel is more complicated and more interesting. Thus, the writer can find many data of maxim of manner in novel. *Twilight* novel by Stephenie Meyer is used as the source in finding the data regarding the violation of maxim of manner because

it is a modern novel using dynamic language that is influenced by the changing of the era. Beside that, since the story of the novel tells about the relationship between human and vampire, the writer feels curious how they can communicate well. Having read the novel, the writer finds many phenomena of conversational implicature that break the law of co-operative principle, especially violation of maxim of manner. Hence, the writer conducts the research regarding the violation of maxim of manner entitled "Analysis on the Violation of Maxim of Manner in Conversational Implicature Appearing in Stephenie Meyer's *Twilight*".

Actually, the research on co-operative principle has been conducted by several students. In previous class, class of 2002 exactly, there are two studies about violation of co-operative principle that had been conducted by students of English Department of UNIKOM. They are Reni Trigia (2006) and Meylina Sitanggang (2007). They studied about the violation of co-operative principle generally. They analyzed the whole violation of co-operative principle without mentioning the kinds of conversational implicature and the inference of the conversational implicature itself. They did not focus on analyzing maxim of manner. Thus, the writer would like to specify the research in order to complete each other so that this research can be more useful.

The writer would like to analyze deeper about the violation of maxim of manner in conversational implicature, such as analyzing the kinds of conversational implicature, kinds of violation of maxim of manner in

conversational implicature, and the inference of conversational implicature itself.

1.2 Research Questions

1. What kinds of violation of maxim of manner in conversational implicature are found in *Twilight*?
2. What is the inference of the violation of maxim of manner in conversational implicature in *Twilight*?

1.3 Objectives

There are some objectives in this research, those are:

1. To find out the kinds of violation to the maxim of manner in conversational implicature that are found in *Twilight*
2. To find out the inferences of the violation of maxim of manner in conversational implicature in *Twilight*

1.4 Significance to Knowledge

This research, entitled "The Analysis of Maxim of Manner in Conversational Implicature Appearing in Stephenie Meyer's *Twilight*", is the study of pragmatics that focuses on analyzing the violation of maxim of

manner in conversational implicature and the inferences of conversational implicature. This research is conducted in order to specify the existed research. Thus this research can provide the others with new insight of violation of co-operative principle in conversational implicature analysis.

1.5 The Framework of Theories

The writer uses Grice's theory as a grand theory in this research. Grice in Levinson (1983:126) divided the kinds of implicature into two - generalized conversational and particularized conversational. Generalized conversational implicature is a conversation that there is no particular context or special scenario being necessary, while particular conversational implicature is a conversation that requires such specific context. Furthermore, Grice in Levinson (1983:101) also mentioned the maxim of conversations (co-operative principle). There are several maxims of conversation (co-operative principle), maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner.

Besides Grice's theory, the writer also uses Lewis' theory as another theory regarding the features of context of situations to help in analyzing discourse. Lewis in Brown and Yule (1983:41) mentioned that there are several features of context of situation. They are possible word, time, place, speaker, audience, indicated object, previous object, and assignment.

To analyze the inferences of conversational implicature, the writer uses Stalnaker's theory and Keenan's theory about presupposition.