CHAPTER 1

INTRODUCTION

1. Background of the Study

Language has an important role in human social interaction as a main tool to communicate something. The language used may indicate the intention of someone through communicating a message. A speaker will produce some messages from language that encodes the message as its meaning; the message will be identified and composed by hearer. The communication may be successfully delivered when the hearer decodes the same message that the speaker encodes. It means the hearer has to recognize appropriately the speaker's message. The phenomena existing in the conversation may be elaborated deeply in pragmatics; a term that comprehends why the speaker uses the language in particular ways and what the meaning actually beyond the utterance.

In the conversation, the speaker often means more than what he literally says. We need rules to govern the use of language since we cannot be expected to behave in reasonable ways without them. The philosopher H. P. Grice in Yule (1983:32) formulated a conversational implicature that one of the principles is Cooperative Principles. The principles are Maxim of Quality, Maxim of Quantity, Maxim of Relevance and Maxim of Manner.

McManis (1987:82) stated, we commonly receive inference from what speaker says according to the assumption that he is obeying the Cooperative Principles. This system of inference drawing is a kind of side effect of the maxims, maxims whose primary reason for being is regulate conversation.

It means that maxims can be the rules to know whether the speaker can be cooperative or not while he contributes the information in conversation.

A number of previous studies related to those maxims have been conducted by Trigia (2006), entitled *"Analisis prinsip kerjasama dalam novel bloodline and the stars shine down karya sidney seldon",* Sitanggang (2007), entitled *"Analisis Pelanggran Prinsip Kerjasama pada respon ujaran tag question dalam novel Marjorie Morningstar karya Herman Wouk",* and Susantie (2010) entitled *"Analysis on the Violation of Maxim of Manner in Conversational Implicature appearing Stephenie Meyer's Twilight."* However, the findings of these studies have not conducted specific aspect of violation in maxim of quantity. The first study was focused on the analysis of violation in cooperative principles and its implicature. The second was focused on the violation of cooperative principles in tag question cases, and the last one was focused on the violation of maxim of manner in conversational implicature.

To limit the research, the writer tries to describe the violation in maxim of quantity in the novel entitled "Eclipse" by Stephenie Meyer. Maxim of quantity is required to know whether the speaker gives the required contribution or not. Based on the above rules stated by Grice, the speaker may obey the maxim of quantity if he gives the appropriate contribution, not too much or too less. It becomes interesting to analyze the topic since in certain situation, the speaker whether conciously or unconciously, may violate the rule to reach a certain goal. As stated by Paltridge (2000:41) there are situations where we are required to violate one of these maxims, the writer tries to explain what contexts of situation

that influence the violation of maxim of quantity happen. The speaker can violate the maxim of quantity if giving more or less informative contribution to indicate something. The violation can occur in not only asking and answering situasion, but also in the common conversation such as making a statement. To complete the previous research, the writer will analyze the violation happening in declarative sentence in the conversational implicature.

2. Research Question

The research is intended to answer the questions as follows:

1. What is the dominant factor that makes the speaker violate of the maxim of quantity in Meyer's Eclipse?
2. What are the speaker's purposes in violating the maxim of quantity in Meyer's Eclipse?
3. What are the results of the violation of maxim of quantity towards the hearer's response?

3. Objectives

The objectives of the research are:

1. To find the dominant factor that makes the speaker violate the maxim of quantity in Meyer's Eclipse.
2. To find the speaker's purpose in violating the maxim of quantity in Meyer's Eclipse.

3. To find the results of the violation of maxim of quantity towards the hearer's response.

4. Significance to Knowledge

The research, a pragmatics study analyzing the violation of maxim of quantity in Meyer's Eclipse, purposes to provide the specific knowledge about maxim of quantity in the conversation. Besides, the research may complete the previous related research. The writer hopes that those aspects can be useful for the readers who are interested in learning the cooperative principle of maxim of quantity.

5. Framework of the Theory

Cooperative principles are the concept of conversational implicature that refers to the inference of a hearer in comprehending what the speaker intends. It arises from hearer's interpretation of the literal meaning of what speaker said the conversational principle and its maxims. Grice in Paltrigde (2000:39) stated some kinds of cooperative principle that must be assumed to be in conversation and some kinds of rules that can help us to get a certain interpretation of what the speaker says. If the rules are not obeyed appropriately, some indication to the contrary will be received.

In this research, the focus is one of coorperative principles, maxim of quantity. The explanation about the maxim can be known as follows;

1. *Make your contribution as informative as is required*
2. *Do not make your contribution more informative than is required*

It means the contribution has to be revealed in an appropriate amount, not too much or too less. Paltridge (2000:41) stated, in the particular situations we are required to violate the maxim. It means there are the contexts that become the factor the violation of maxim of quantity happen while the conversation is conducted. Based on that fact, the writer uses the concept of context stated by McManis (1987:197) who divided the context into four subparts as follows;

1. *Context of Physic: where the conversation takes place, what object are present, and what action is taking place.*
2. *Context of Epistemics: background knowledge shared by speaker and hearers.*
3. *Context of Linguistics: Utterance previous to the utterances under consideration.*
4. *Context of Social: The social relationship of the speaker and hearer.*

Besides, to find out the speaker's purpose violating the maxim of quantity, the writer uses the Grice's theory in Yule (1983:31), "*the term 'implicature' is used to account or what a speaker can imply, suggest, or mean, as distinct from what the speaker literally says."* To support analyzing the speaker's purpose and the result of the violation, the writer also uses Austin's theory about speech act as stated in Levinson (1983:236), there are three kinds of act occurring with any sentence or utterance, they are; locutionary act, illocutionary act, and perlocutionary act.