CHAPTER I

INTRODUCTION

1.1 Background to the study

Maxim is used to communicate the messages of the speaker to addressees, either directly or indirectly. However, maxim can be used in various ways, for example to optimize the messages and purpose through a slogan. Slogan can deliberately use maxim violation of cooperative principles to optimize the messages and persuade consumers to try the product. There are four types of maxim violation in the cooperative principles. They are violation maxim of quantity, quality, relevance, and manner. This research focuses in how many violation of maxim can be found in the data, and what pragmatics context is used to relate the maxim violation that may potentially imply the purpose of the slogan that is to catch consumer's attention, raises consumer's interest, and persuades consumers to try the product.

Maxim violation is in pragmatic field, specifically in cooperative principles. Grice (1975) said that the information should give as informative as can be. It means that the information does not give less or more than it is required. Maxim violation can be violated when someone does not obey the rules of maxim, gives more or less information, irrational information, unclear information, and information with lack of evidence.

When maxim are violated, it will bring an indication of the violated maxim about the reason and the purpose of the maxim violation, which the indication can be supported by the use of pragmatic context in the violated maxim. By looking at the urgency, this research focuses on an examination of the relationship between maxim violation and pragmatic context to the indication that occurs in the slogan.

This kind of research has been discussed previously by the student of English Department in Unikom, Nurrizal Ramdani Hidayat (2012) entitled *"Pelanggaran Prinsip Kerjasama Dalam Skrip Film 17 Again Karya Jason Filardi"*. Nurrizal discussed about maxim violation in the movie and the pragmatics context in it. Thus, the differences between this research and the previous research are that the writer analyzes the maxim violation from the slogan, how many maxim violation are found in each data and what the relation between the one and other violations is. On the other hand, Nurrizal only discussed one maxim violation in each data. This research discusses one, two, three, or four maxim violation that occurs in the data and the indication of the violated maxim, which makes this research different from the previous research. Therefore, to enrich the previous research, this study takes the title of "Maxim Violation in the Slogan of Coca Cola".

1.2 Research Questions

1. How many maxims are violated in the slogans of Coca Cola?
2. What pragmatics context is used in the violation?

1.3 Objectives

1. To describe what maxim are violated in the slogans of Coca Cola.
2. To explain what pragmatics contexts is used in the maxim violation.

1.4 Significant to knowledge

Theoretically, this research explains about maxim violation and the pragmatic context that raises the indication in the slogan. This research is in pragmatic fields, specifically about violation of cooperative principle. This research can be used as the reference for the next researchers who want to discuss about maxim violation. Practically, this research gives copywriter a strategy in making advertisement by using maxim violation and helps the reader to understand implicit meaning in the conversation or in the advertisement.

1.5 Framework of the Theories

This research uses the theory of Herbert Paul Grice about cooperative principles as a grand theory and Hatim and Mason theory about maxim as supporting theory. Based on Grice theory (1975:45), cooperative principles is:

> *"Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose*

or direction of the talk exchange in which you are engaged"(Grice 1975:45)

According to the theory above, the writer assumes that information should be as informative as it required to make a successful conversation. In this cooperative principle there is a term called maxim. Hatim and Mason (1990:242) argued that maxim is:

"Maxim is a set of norms which language users adhere to in order to uphold the effectiveness and efficiency of communication" (Hatim and Mason, 1990: 242)

It can be concluded that maxim is the rule of communication. Below is the illustration of the framework of the theory.

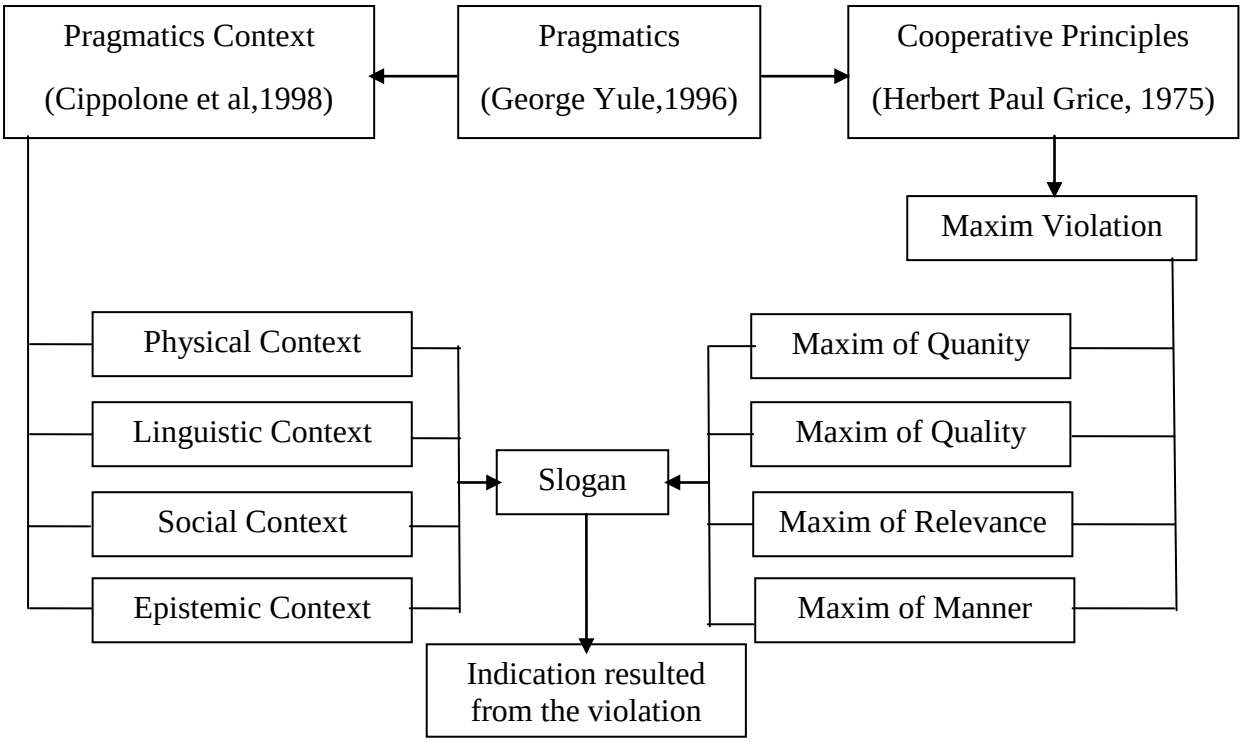


Figure.1 Framework of Theory

Based on the illustration above, this research is in pragmatics field. The writer uses Yule (1996) about pragmatics. Yule (1996) stated that pragmatics is the study of the contextual meaning. It means that language meaning is related to the context. There are four types of pragmatics context, which is divided by Cippolone et al (1998), linguistic context (related to accompanied utterances), physical context (related to place, object, and action), social context (related to social relationship), and epistemic context (related to background knowledge). Pragmatics context raises the indication.

Other than pragmatics context, maxim violation can raise the indication. The writer uses theory Grice (1975) about cooperative principle as main theory. Grice divided violation maxim of cooperative principle into four types, maxim violation of quantity, quality, relevance, and manner. Maxim violation of quantity occurs when the information is more or less informative. Maxim of quality occurs when irrational information or less precise information is given. Maxim of relevance occurs when irrelevant information is given. Maxim of manner occurs when uses ambiguity word or gives unclear information. Below is the example of maxim violation.

Air France: Our big bird can be fed even at night.

The slogan of Air France above is considered violates maxim relevance because there is no relation between the informed information that talks about a big bird and the offered product, which is an airline product. Consumer will be hard to find the relation between the product and the slogan because metaphor is

used in the slogan. It will be easier to consumer to find the relation if copywriter directly informs what he means rather than using metaphor. The use of metaphor violates maxim quality because it is considered as invalid information. The copywriter describes Air France as a bird who can fly in the night. The metaphor is deliberately used to attract consumer's attention. The copywriter wants to inform to consumers that the mentioned product can fly well even at night.

The slogan uses the physical context of pragmatic because the slogan describes about the situation at night. The copywriter describes that his airline can operate well even at night.

To sum up, the slogan above violates on maxim relevance by giving irrelevant information and maxim quality by giving invalid information because metaphor is used in the slogan and the slogan uses physical context of pragmatics by describing the night situation.

By combining the indication from the maxim that Air France is like a big bird and the indication from the context of pragmatics that fly well at night raises the indication's accuracy that Air France can fly well even at night.