

## **CHAPTER I**

### **INTRODUCTION**

This chapter represent the general introduction of the research. It include Background of the Study, Rationale Research, Reseachr Question, Objective of The Research and Significance of The Research.

#### **A. Background of the Study**

Humans are social beings, which means they require social interaction and connection. (Bakoko & Pratiwi, 2021) stated that language is a tool for communication as the medium by which people communicate their ideas. (Whayuni et al., 2019) stated that in communication there must be cooperation between speaker and listener so there is no misunderstanding, It means that to understand the meaning of a conversation, participants must be cooperative. People sometimes don't convey the true message directly in a conversation, they may convey a message that is false, ambiguous, irrelevant, or uninformative, creating misunderstandings for the listener.

English philosopher proposed a theory called the Cooperative Principle (CP). This theory has been widely used to analyze dialogue in communication based on pragmatic studies. Grice in "Logic and Conversation" published in 1975 introduced the Cooperative Principle, this theory explains how people can interact and communicate with each other in a good and effective way. As said by Grice, it states, try to contribute conversation or information as it is needed, at the moment when it occurs, following the accepted purpose of the conversational exchange in which you are involved (Grice, n.d.). Because of that, it needs to observe the four types of maxim based on Grice's Cooperative Principle. These four maxims are illustrated by Grice (1975). Firstly, a truth statement or communication is required for the Maxim Of Quality and the speaker in this maxim cannot represent themself or make false statements. Secondly is Maxim Of Quantity, communication contributions must be as informative as needed but not more so than required. Thirdly, maxim of Relevance requires a relevant contribution. And the last is

Maxim Of Manner, in this maxim instructs the speaker to avoid communication that is ambiguous and unclear it also requires a brief and orderly contribution.

In addition to that, the cooperative principle, such as flouting maxims, serves an important role in the field of education, particularly in the teaching and learning of English, such as in the development of speaking, writing, and listening skills. When people are having a dialogue or are in conversation, understanding the Gricean maxim is important for encouraging cooperation. According (Wahyudi et al., 2020) interaction occurs every day in the classroom between the teacher and students in language learning. Cooperation in conversation between students and teachers or between students and peers is important for learning.

From this state, the writer got the idea that learning Gricean maxims is important because they are used to encourage cooperation in conversation and dialogue, especially during the teaching and learning process. Gricean maxims are principles that control the communication interaction between speakers. In teaching and learning activities, understanding the principle of cooperation helps create an effective communication environment between teachers and students. Learning participants can share information with each other clearly and efficiently. By understanding and applying Gricean maxims, teachers can plan and deliver learning materials more effectively. Cooperative maxims help teachers convey relevant information, provide clear explanations, and facilitate effective interactions between teachers and students. Overall, learning Gricean maxims is very important in teaching and learning activities because it helps to create effective communication, increase student participation, build good relationships between teachers and students, and improve teaching effectiveness. Therefore, the writer is interested to conduct the research entitled “An Analysis Of Flouting Maxim Found In Conversation In The English Textbook Used By The 11<sup>th</sup> Grade Senior High School”.

In this research, the writer will analyse dialogues in the English textbook titled ‘Bahasa Inggris for Senior High School Students Grade XI’ by using Gricean maxim theory. The writer chose this textbook as the source of research to analyse

the conversations using Grice's cooperative principle. There are some reasons why the writer prefers using this textbook: firstly, it is widely used in many high schools, and secondly, it is compatible with the 2013 curriculum.

## **B. Rationale research**

Several researchers have conducted research related to this research and found that the principle of cooperation is needed for communication to be successful between one person and another. A study by Arofah and Mubarok (2021) claims that the speaker and hearer must always ensure that what they say is information that relates to the topic of conversation. Additionally, a study by Nuzulia (2020) stated that to achieve success in communication, it clearly requires acceptable rules that can be analysed linguistically as a violation of maxims in the pragmatic aspect. In addition, the study by Algoddri and Wiwoho (2022) stated that both the speaker and the listener work together in verbal communication for better conversation to know what the message or meaning of the conversation is to each other. To have a better conversation, the participants should not only be cooperative, but they should also follow the maxim.

There is some previous research that has been done by others that has confirmed that the cooperative principle is needed to determine who plays a role in conversation to make it not ambiguous and run smoothly. Thus, the writer wants to analyse what kinds of maxims are used in dialogue in this English textbook titled 'Bahasa Inggris for Senior High School Students Grade XI'. There are some differences between this research and previous research. In previous research, the writer found that they did a lot of research on dialogue in interviews or films. The first research analysed dialogue in a novel. The second research analysed maxims in a Teacher-Students Interaction in English Teaching and Learning Process in MA Hasyim Asy'ari Bangsri. Then, the third research analysed the dialogues in a Donald Trump's Interview with TIME in the Oval Office 2020. And the last is the previous research that was analysed in Kungfu Panda movie by Jonathan Aibel & Glenn Berger. And also, there are some similarities between this research and the previous research, which used the descriptive qualitative research method to

analyse and describe maxims using Grice's Cooperative Principle. But, in this study, the writer will research the analysis in the textbook because it is still rare to find it. By analysing the flouting of maxims in textbooks, teachers can help students understand the basic principles of communicating effectively. This is expected to help improve students' language skills and prepare them to communicate well in the future. It can also help improve the quality of textbooks and ensure that the material presented is in accordance with Grice's principles of cooperation.

### **C. Research Question**

The title of this study is "An Analysis Of Flouting Maxim Found In Conversation In The English Textbook Used By Senior High School" These research questions such:

1. What types of maxims are used in dialogues in senior high school textbook entitled 'Bahasa Inggris for Senior High School Students grade XI'?
2. Which type of maxim is flouted in conversations in dialogues in senior high school textbook entitled 'Bahasa Inggris for Senior High School Students grade XI'?

### **D. Objectives of the Research**

Based on the identification of the problem above, there are some objectives of this research, as follow:

1. To find out the type of maxims used in the dialogue textbook entitled 'Bahasa Inggris for Senior High School Students grade XI'.
2. To find out that caused flouting the maxim in the dialogue textbook entitled 'Bahasa Inggris for Senior High School Students grade XI'.

### **E. Significance of the Research**

Educational field, for the English Education students, they will know about flouting maxim and conversation implicature in pragmatics. This research can help lecture to increase listening student skills in listening comprehension and for the teacher, this research is to make teachers aware of using the Gricean maxim and

pay attention to the context of their teaching. As a result, students will improve understanding of language and communication. Maxim theory helps us understand how language is used effectively in communication and can help improve students' language and communication skills. So it can help teachers teach language more effectively.

Upcoming research, other researcher more reference. They can do their research about flouting maxim and conversational implicature in different context with deeper technique.

Readers, this study can improve the ability to convey messages and get along with others. Maxim theory can help students and readers be more aware of the rules of communication and can help students express themselves better and build better relationships with others. Grice's theory also helps to understand the cultural and social context underlying the language used in a communication. This can increase people social and cultural sensitivity, so that they can be more sensitive to social and cultural differences in the form of language.