

CHAPTER I

INTRODUCTION

This chapter presents the background of a study, identification of the problems, limitations of the problems, formulation of the problems, objective of the research, and the significance of the study.

1.1 Background of the Research

It cannot be denied that as social beings, humans cannot live alone. People need each other. It means that the relationship between one and the other are interdependent. One of the authentic examples of dependency that occurs in life is the interaction between one individual or community groups and other individual or community groups.

As a part of communication, the interaction in human beings requires links to connect the messages that people need to deliver in saying intentions. The Interaction between humans can be linked well if the mutual understandings between them have been reached. A language is a tool to reach a mutual understanding between people in a communication process.

A language is important in the process of communication because a language is a system of sounds and symbols, arbitrary, used by a speech community to create cooperation, to communicate, and to implement self-defining (Chaer 2011:1). It indicates that a language is a mandatory thing

to be mastered by humans in living their lives, especially in communicating with each other.

In this global era, a language plays substantial roles due to the interaction between people around the world who come from many countries and have varied cultural backgrounds. Building relationships of business, creating amity among people, and living life as a good social individual are several points of many advantages that can be reached through mastering a language. Because of the importance of a language, it needs to be learned. This contributes to individuals from many countries that have different basic knowledge and different linguistics societies around the world to solve problems that appear in the process of communication among them.

However, based on the researcher's experience as a part of social groups, there are many facts that are considered as problems that are found in a communication process. For example, there are many people are still lacking in delivering and receiving meanings correctly. In some cases, the background cultures of a speaker affect the style of the speaker in delivering the intention and conveying meanings in the communication process. Below is an example.

Speaker 1: "Hey I heard your parents work as lawyers"

Speaker 2: "Yes they do"

Speaker 1: "Here is the civil procedure law assignment"

Speaker 2: “ What is the relation with me? I don’t get that lesson
in high school”

Speaker 1: “ don’t be such a fool!”

Speaker 2: “ What?!”

Based on the example above it can be concluded that speaker 2 does not understand the implied meaning that the speaker 1 delivers. This is a problem in the process of communication. The intention that is transferred is misunderstood. This happens because the understanding of a contextual language has not been understood in the communication process. The message of a speaker to his or her partner can work well if both of them understand the intention of their speeches, no exception to the implicit meaning.

A natural language is loaded with nonliteral implications, such as symbols, sayings, slangs, and courteous talks (Slocum 2016:23). In such circumstances, the importance of the given expression will contrast from its comprehended implication. Explicit meaning understanding is not enough in communication, because the message in communication is not only expressed explicitly but also implicitly. The implicit meaning that depends on when, where, who speaks, and in what situation, has to be understood well (Hymes, 1974).

As the example in the previous dialogue shows, people that come from many regions and background cultures tend to create

misunderstandings in a daily conversation. People will assume the person they are talking to will always understand the message they are trying to convey regardless of the context. From the listener's side, the problem is that they are not able to understand an implicit intention that is conveyed in the conversation. This is a problem. In reality, once again, due to a lack of knowledge about understanding the implicit meanings in communicating with society, in general, this happens. Studies like this require certain branches of linguistics study to explore the implicit meaning inside the messages. The study is pragmatics.

Pragmatics is the scope of linguistics that studies how something gets communicated more than it is said (Yule 2006:4). Pragmatics explores implicit meanings. A part of pragmatics, the study that discusses implicit meanings is called implicatures. In some cases, a form of a conversation between people implies the meaning of the conversation outside the structure of the language itself. In order to convey the implied meaning, people should learn through ways in relation to pragmatics that are conversational implicatures.

The concept of implicatures is used to explain the frequent differences between "what is said" and "what is implied" (Nababan 1987:28). Levinson stated that implicatures are one of the most important things explored in pragmatics (Nadar 2009:61). The idea of implicatures has four functions (Levinson 1983:97). The first one is that implicatures explain functionally meaningful linguistic realities that are difficult to

explain conventionally and then placed into "exception trash baskets" by formal grammatical theories. Second, implicatures have a role in explaining how a speech is in the form of a question but its meaning is a command. Third, implicatures can decrease the level of complexity of semantic descriptions that contain differences between clauses. Fourth, implicatures have a function to provide an overview and explanations of how some linguistics phenomena appear unrelated or even contradictory to the facts, but in reality, they have communicative relationships. The function of conversational implicatures analysis is important to convey the meaning in the conversation among people. In addition, the maxims of cooperation that were stated by Grice have been proven to influence listening skill specifically in a conversation (Wang 2011).

The researcher believes that as a part of mastering a language, learning a language through learning conversational implicatures is one of the informal ways to learn a language besides learning it formally like learning a language in a school based on the education curriculum of the country.

Related to that, informally there are kinds of media that can be used to achieve the goal of mastering a language. For example books, magazines, radio, comics, picture series movies, etc. Those media can be used as links that can stimulate the mind, and increase the willingness of the people to learn a language.

In relation to media, this time, there has been a penetration of the industrial revolution 4.0 in the world. Many things have happened and appeared related to the industrial revolution of 4.0. As seen from the eyes of those who agree and also who disagree with the existence of the industrial 4.0 revolution, it is undeniably happening. It is because many people evaluate the benefits and losses that will and have been caused by the 4.0 industrial revolution.

However, in order to pursue equality of development, it can be discovered that it is impossible to reject the overall impacts and demands for the industrial 4.0 revolution. This also affects a pattern of media that are used for certain purposes. One of them is in mastering language skills.

The media that is now more easily accessible has become a favorite of the people at this time. The increasingly widespread use of electronic devices due to access both financially and in terms of convenience is the main factor that makes the media are more familiar to the community. Media that are popular with the public nowadays are audiovisual media.

The use of audiovisual media is effective in this study. Through audiovisual media, the application of a language is managed to be analyzed and obtained spontaneously.

There are some authentic materials that can be used related to the application of audiovisual media. They are clips, movies, doll shows, etc. The most popular audiovisual media is a movie. A movie or which is commonly called a film is a sort of visual correspondence which utilizes

moving pictures and sound to recount stories or advice that helps an individual to learn (retrieved from Wikipedia on March 26th, 2018). A movie is authentic to be used in the learning process.

A movie as a medium of audio-lingual is believed to be the best one. A movie gives an impact to the people who watch it. As it is known, people tend to imitate the motion pictures and sounds presented adorably in a movie. A movie gives a massive impact and effect to popularize and generalize many of the vocabularies that can be said as the uncommon ones to becoming trends and used by the people who watch it. However, the effect of the case mentioned before is not always as positive as it is expected. It becomes a reality that there are examples that are factually dealing with the effect of the use of a language in a movie to the use of a language in the reality whether in a good way or the opposite. Furthermore, the way people use a language is the way they represent themselves as human beings.

As motion pictures, a movie gives scripted dialogues that present a story. The characters inside a movie are those who will give the message to build a whole story to be good frames that later be combined to be a film that has messages that the creator is trying to send.

In a movie, it serves motion pictures with sounds of the conversation among the characters that create many interpretations of the messages. The characters try to deliver intentions through the dialogue in the conversation of the movie.

A movie presents many conversations among the characters. In delivering meaning, some characters could send the messages directly or indirectly. In a movie, it can be generally concluded that messages that are tried to deliver are not direct. The characters in a movie often use words and sentences in the dialogue in a movie that is very hard to understand. The intention of the characters in a movie could be different in reality compared to the audiences' interpretations who watch a movie because the audiences might have their own perception based on their own viewpoints. Indirect messages need to be understood correctly. The audiences who watch a movie have to understand the implied meaning of the utterances in the movie to avoid misunderstandings.

The purpose of applying the principle of conversational implicatures in a movie is to avoid misunderstandings that are not expected while watching a movie. In communication, there are implied meanings that are delivered by people. They are not less important than the explicit intention. This leads to the reason why a movie is one of the best media to be used as the data source because there is a big tendency of implicatures to be found in a movie.

In analyzing the implied meanings, many researchers tend to select a movie as the subject of the study. In Indonesia, there are some studies that have been conducted dealing with analyzing implied meaning in the movie. The first one is the study that was conducted by Vikri (2014). He analyzed conversational implicatures in the movie entitled "Iron Man 3".

In his study there are only 15 data that are categorized as implicatures. The 13 data are categorized as particularized conversational implicatures and 2 data that are categorized as generalized conversational implicatures.

Another study in the same field of implicatures analysis is conducted by Khoiroh (2017). After watching the movie that is entitled “Bridge to Terabithia”, she analyzed the data. The result shows that there are only 25 data which are categorized as conversational implicatures.

Giving a reaction to the previous study, the data that are categorized as conversational implicatures are not quite many found in the movie. The first study is analyzing a movie that is categorized as an action sci-fi movie. The second movie is a drama-fantasy movie. Started here, movies that were analyzed in the previous study have not quite many data of conversational implicatures. Then the researcher believes that genre plays a role in this account.

The reasonable genre to be analyzed in the field of implicatures is a comedy. The dialogues in a comedy movie genre are rich of humor and jokes. Humor and jokes are closely related to the implicit messages. Jokes flout maxims of conversation frequently. All joke that is involved the flouting of at least one maxim of the cooperative principle is commonplace in humor research. It is obvious that jokes may contain and also convey information without noticeable utterance.

The movie which is chosen by the writer is entitled “Johnny English-Strikes Again”. “Johnny English-Strikes Again” is a motion

picture that was released in December 2018. The story covers a life of Johnny English. He is a retired secret agent that works as a geography teacher in England. In the movie, there is a huge cyber-attack in England conducted by a hacker. Every secret agent's identity has been exposed to the public due to the cyber-attack. The English Prime Minister has no choice except reassigning the old agent to solve the problem. Johnny is the one left. There plot is interesting, twisting, and surprisingly funny. The conversations in the movie are varied. There are direct sentences and indirect sentences. In understanding the meaning of the conversation, the audiences are triggered to digest what literally is said and also what is implied in the dialogues. The characters in this movie do not merely convey what they want to say by literal utterance only, but their utterances also contain implicit messages that have certain functions such as directing, stating, rejecting, etc.

This movie is full of variations. As expected from the characters in the movie that come from many different ages, occupations, races, and education levels, this movie is expected to have enough data of implicatures from those variations mentioned. That is why the researcher decided to use this movie as the data with a pragmatics review analysis, especially a conversational implicatures analysis.

1.2. Identification of the Research problem

Based on the background of the study, the researcher identified the research problems. Below is the explanation.

1. The studies dealing with implicatures analysis in a movie have been conducted in the previous. The first study is analyzing a movie that is categorized as an action sci-fi movie. The second movie is a drama-fantasy movie. Nevertheless, there is only a small amount of attention to an action comedy movie. This condition is bringing the fact that there is only a small amount of data that are categorized as conversational implicatures in the movie.
2. The overall impacts and demands for the industrial 4.0 revolution also affect the pattern of media use for certain purposes. One of them is in mastering language skills. However, mastering language skills in communication is one of the most required things to be fully adapted in facing the industrial 4.0 revolution, and it is still needed to be developed.
3. The point of communication is delivering meaning and to build good understandings of the conversation. However, to reach those goals, in communication, there is not only a semantic meaning that needs to be understood but also the implied meanings of the conversation.

1.3 Delimitation of the Research Problem

The researcher limits the data only on the utterances that flout the maxims of conversation. This study concerns the implied meaning which can be calculated by flouting communication maxims. This research is aimed to encourage the reader about the pragmatics on the phenomena that occur around us, for example in entertainment which consists of many subjects including a movie.

That is why to focus on the study, the researcher limited the study. The researcher will be focused on the forms, types and the functions and purposes of conversational implicatures in the movie entitled “Johnny English-Strikes Again”. By implementing analyses of the implicatures used in the movie mentioned above, the researcher believes that there are benefits and knowledge that can be achieved.

1.4. Statement of the Research Problem

Based on the background of the problems, the researcher has created the formulation of the problems as follows.

1. What are the forms of conversational implicatures in “Johnny English-Strikes Again”?
2. What are the types of conversational implicatures in “Johnny English-Strikes Again”?

3. What are the functions and purposes of conversational implicatures in “Johnny English-Strikes Again”?

1.5. The objective of the Research

After formulated the problem above, the objective of the study was generated. They are:

1. To describe the forms of conversational implicatures in “Johnny English-Strikes Again”
2. To describe the types of conversational implicatures in “Johnny English-Strikes Again”
3. To describe the functions and purposes of conversational implicatures in “Johnny English-Strikes Again”.

1.6. Significances of the Research

This research about the conversational implicatures used in the movie entitled “Johnny English-Strikes Again” is conducted to give advantages and contributions as follows;

1. Theoretical

Theoretically, based on the results of the study, this study is expected to be contributing in the form of knowledge references contribution of conversational implicatures used in the movie, the functions of conversational implicatures used in the movie, and the reasons of why the implicatures are used in the movie.

2. Practicals

Practically this research is expected;

- a. To contribute in adding the research about conversational implicatures in the field of Pragmatics.
- b. To give new knowledge of dealing with implicatures in the movie.
- c. To give new sights of theories and kinds of examples of implicatures analysis used in the movie.
- d. To be a reference of the next research about implicatures in expectation of the improvement of the next research to be more advanced.
- e. To give knowledge to the common reader in reading implied messages in the movie, in order of minimizing misunderstandings in conveying meaning in the movie that has implicatures in it.