

CHAPTER I

INTRODUCTION

A. Background of study

Language is one of communication instruments for humans being. Without language, people cannot make any relationship with others, because language is the most effective tool communication. Language has many useful for humans. By language, people are able to extend any of expression such as idea, feeling, experience, and many more by written or oral.

Nobody can imagine what life will be without language. The world perhaps will seem such a dumb person with no voice and no sound. Language is a part of life that cannot be separated with living creatures, especially human being. Through language, people can convey their ideas, feelings, or thought to others. Language should be conveyed as clearly as possible in order the message can be understood and interpreted each others. When people know a language, they can speak and be understood by others who know that language. It also means that someone has to say certain meaning and that message which becomes the core of communication can be accepted and interpreted by others.

Language is important to learn because it is tool of communication that there are many kinds of nation and tribe in the world, which need a communication tool to know one another. As Allah said in holy Qur'an:

يَأْتِيهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتَقْوَمُ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ (الحجرات: ١٣)

Based on the verse above, Allah SWT explains that creates man and women from different nations and tribes. So that you need to know and communicate each other with different language and different accent, because everyone must use the language for communication every day.

it is an undeniable truth that many people live and they are divided into nations, tribes, and they speak different languages. However, there are some certain languages which are acknowledge as popular, widely-used languages. One of them, the most well-known one is English. it is used by many people in various countries and hence, it is called a global language.

In the same way, language will work on if there are some people that use altogether or minimally two people which is called communicative language. People communicate each other with their language to transfer the point that is talking about.

By communicating, all of the aims of the communication can be achieved. Some people communicate to the others in order to get information about someone, a place, a job, to know the direction of somewhere, to express something such as love, sadness, sympathy, hate and many things else. Afterwards, those will be accomplished, if the participants do the communication well. On the other hand, the communication or conversation among the people does not always go well. Sometimes there is any lie, ambiguity, irrelevant or

uninformative conversation which creates confusion even misunderstanding among the participants.

A language should be learnt in a comprehensive way including grammar, vocabulary, oral conversation, listening, writing, reading comprehension and many more. For college students who are major in English, studying English becomes more complicated because they learnt it more deeply and there are many subjects to be learnt too.

In English, there are many expressions and words which entrust all of it on the circumstance of the utterance and can only be understood in statement of these circumstance. As sub field of linguistic developed in the late 1970's, pragmatics studies how people understand and produce a communicative act in a real situation which is in the conversation. Pragmatics is the study of meaning related to the context. Context is a small subpart of the universe of discourse shared by speaker and hearer and includes fact about the topic of the conversation in which utterance occurs about situations.

In pragmatics, it is called conversational implicature. Grice says that conversational implicature can be defined as "a different (opposite, additional, etc) pragmatic meaning of an utterance with respect to the literal meaning expressed by utterance" (Jacob L. Mey, 1998: 731). The hearer makes the assumption that the speaker is not violating one of the conversational maxims, relevance, informativeness, or clarity. Implicature is a concept of utterance meaning as opposed to sentence meaning.

Implicature is an utterance of sentence subject (S) has predicate (P) as its implicature just in case in uttering S, the speaker invites the hearer to infer that the speaker is making a commitment to P. An implicature is anything that is inferred from an utterance but that is not a condition for the truth of the utterance.

An implicature is something meant, implied, or suggested distinct from what is said. Implicatures can be part of sentence meaning or dependent on conversational context, and can be conventional or unconventional. Implicature: Inferences over and above the truth-conditional content. However, is a matter of saying something but communicating something else instead, something closely related to what is said.

Example:

A. : Will Michel be at the meeting this afternoon?

B. : Her car broke down.

What B implemented or meant is that Michel will not come to the meeting, because she got some troubles with his car, or Michel may come late to the meeting.

Conversational implicature: Implications derived on the basis of conversational principles and assumptions, relying on more than the linguistic meaning of words in a sentence. Or in other word, conventional implicature is part of the meaning of a word or construction but not part of its truth-conditions.

By focusing on conversational implicature, the writer finds many conversational maxims that are violated. Afterwards, while watching “*Frozen*” the movie, the writer also finds the conversational maxims and many violations about it. So then, The writer tries to get its analysis deeply.

The writer presents previous study which is related to this research in summaries. Irma B. Pakpahan, conducted a study in a Smart FM’s Radio Talk Shows. In this research, she aimed to seek the answers of three questions: (1) Types of conversational implicature in Smart FM’s Radio Talk show. (2) The dominant conversational implicature in Smart FM’s Radio Talk show. and, (3) The implication of the dominant implicature in Smart FM’s Radio Talk show.

Pakpahan's research was conducted as a qualitative case study. The data were collected through interviews, observation, and follow-up interviews. The participants were announcer and the guests in Talk shows, who have different topics in each Talk show. She analyzed the data using recording technique.

During the research, Pakpahan is recording each radio announcer and the guest in Talk show conversations. She wrote each conversation that be found a conversational implicature for each observation from the tape-recorded, the writer analyzed and noted the types of conversational implicature that the radio announcer and the guests used in their conversations.

The similarities of the study with this research are both of the researches are designed as case studies and they are aiming to find certain conversational implicature used. While the differences of the related study to this research are that it was focused on maxim types of conversational implicature. While in this

research is investigating the conversation implicature types, generalized conversational and particularized conversational.

Conversational Implicature is a notion devised by Paul Grice in 1975. It looks at the relation between what people say and what they actually mean in a conversation. Grice developed four "maxims" of conversation, maxim quantity, maxim quality, maxim relation and maxim manner, which describe what listeners assume speech will be like.

The writer is interested in doing research about conversational implicature and the type of maxim of implicature in "FROZEN" movie. By watching movies and figured that some conversation in movies have different meaning between one or group speakers that does not other people understand. What does the speakers says or what really want to confirm and convey something, only if the speaker and the other listener have the realition in their topic or have known what they speak of.

Based on the background information above, the writer is interested to make research entitled **"THE ANALYSIS OF CONVERSATIONAL IMPLICATURE IN FROZEN MOVIE"**

B. Statement of problems

Based on the background of the research, the writer decides the problems of the research are:

1. What are the maxim of conversational implicature used in “*Frozen*” movie?
2. What are the context of situation of each utterance used in conversational implicature used in “*Frozen*” movie?

C. The Purpose of Study

The objectives of this research are:

1. To describe the maxim of the conversational implicature used in “*Frozen*” movie.
2. To explain the context of situation of each utterance used in conversational implicature used in “*Frozen*” movie.

D. Significance of research

The results which are going to achieve in this research are expected to contribute to:

1. It will enrich knowledge and experience in scientific research.
2. As information and input for education to be considered to improve education quality of student Antasari state institute for Islamic studies Banjarmasin
3. The result of the research can be used as additional references and information for further researches related with the field.

E. Research Method

The researcher uses a qualitative research, which is defined as "a research of which the data in the form of written or oral words that is descriptively analyzed". Moleong on Zuriyah (2007: 92) says that "a qualitative research deals with a kind of research which does not use statistic procedures in analyzing the data". In a qualitative research, the researcher tends to prior in accurate explanation to analyze and present what have been found.

"Qualitative research always has descriptive quality, it means that the data which are analyzed and the data analysis result have the form of phenomenon descriptive, not nominal form or coefficient about relationship among variable" (Aminudin, 1999: 16). It can be inferred that qualitative research is systematic application of the problems and the data here can be oral or written.

Moleong (2002: 4) affirms that, "qualitative research is a research of which the data is in the form of written or oral word is descriptive method. Descriptive is serving to describe or analogy something and it deals the meaning of thing and view of meaning is associate". Furthermore, Moleong (2002: 3) says that "qualitative research is a search of which data in the forms of written or oral word are descriptively analyzed, which does not include any calculation or numerating".

F. Definition of Key Term

To avoid any misinterpretation toward the title adopted in this research, the writer will clarify the title as follows:

1. The analysis; a study conducted on a language, in which the structure of the language is examined in depth. And find the sentence after watching and

listening to the characters conversation. Also write what are the maxim that exist in the movie.

2. Conversational Implicature; Conversational implicature can be defined as a different (opposite, additional, etc) pragmatic meaning of an utterance with respect to the literal meaning expressed by utterance in the conversation implicature there are 4 maxim, maxim quality, is conveying something or give an information based on the conversation or what really happen. maxim quantity is giving an information or saying something that the speakers believe it is true or not true. Maxim relation, is conveying what the speakers said had relation with the conversation before maxim manner. is about telling or give some information that doesn't had any relation with the conversation or it can unclearly answers for the speaker.
3. Movie; is a series of still images which, when shown on a screen, creates the illusion of moving images
4. Frozen; a movie with tile "Frozen" a 2013 American 3D computer-animated musical fantasy-comedy film produced by Walt Disney Animation Studios and released by Walt Disney Pictures. It is the 53rd animated feature in the Walt Disney Animated Classics series. Inspired by Hans Christian Andersen's fairy tale *The Snow Queen*, the film tells the story of a fearless princess who sets off on an epic journey alongside a rugged iceman, his loyal pet reindeer, and a naïve snowman to find her estranged sister, whose icy powers have inadvertently trapped the kingdom in eternal deeply winter.

And save the kingdom from the crafty princes who take the opportunity to seize and governing the kingdom reside.

G. Technique of Collecting Data

In this research, the writer uses documentation as the way to collect the data. Documentation is finding the data about all variables in the notebooks, newspapers, magazines, and so on (Arikunto. 2002: 206). Documentation in this case is “*Frozen*” movie. Moreover, taking note technique is also used in this research. The writer takes notes then classifies the movie’s conversations while checking at the printed subtitles. In this technique, the researcher is directly taken a part to collect the data.

The writer uses these steps for collecting the data are as follow:

- a. Watching “*Frozen*” movie, trying to understand it thoroughly, finding any important details that supported this research and then looking for all of utterances.
- b. Listening to the characters dialog for many times to get what the writer search it for this thesis research.
- c. Reading and observing dialog from “*Frozen*” movie.
- d. Selecting the Conversational Implicatures which are found on “*Frozen*” movie.
- e. Clasify the sentences based on the which maxim that belongs to and put it in tables.
- f. Collecting the Conversational Implicatures which are found on “*Frozen*” movie.

- g. Analyze each sentences that had found based on the maxim and context.

H. Technique of Analyzing Data

In analyzing the data, the writer uses referential method (Padan method). It is a method that is used to find the rule in the analyzing step (Sudaryanto. 1993: 13). Referential method consists of 5 sub methods which are referential (referent), phonetic articulator (articulator), translational (other language), orthographic (written) and pragmatics (partner) (Sudaryanto.1993: 15). Furthermore, the steps which the writer uses in analyzing the data are below:

- 1) Reading and analyzing.
- 2) Selecting the Conversational Implicature.
- 3) Collecting the Conversational Implicature.
- 4) Describing and analyzing the Conversational Implicature.
- 5) Making the conclusion and suggestions based on data analysis.