**CHAPTER I**

**INTRODUCTION**

This chapter presents the background of the study, the problems of the study, objectives of the study and the definition of key terms.

* 1. **Background of the Study**

Human communicates through language. Yule (2010, p.11) states that communication is the primary function of human language. Language also exists to establish relationship. In everyday life, as a human being, people establish relationship and share knowledge with others. In this case, they interact, communicate, socialize and talk. As people socialize, they talk, exchange knowledge and share information. As the communication occurs, people do conversation. Yule (2010, p.145) defines conversation as an activity in which there are two or more people taking turn in speaking. Commonly they talk and share knowledge.

Practically, in making conversation run well, people communicate by using principle. The conversational principle rules the flow and turn of the conversation to make the participants cooperate with each other well in such a conversation (Yule, 2010. p.147). This principle that is expected to be obeyed was first introduced by Grice in his book, *Study in the Way of Words* (1975) in which he points out the Gricean maxims which are required in a communication. It mentions the Cooperative Principle stating how to be in conversation which requires the participants to cooperate each other. Grice’s cooperative principles (Grice, 1975, pp.45-46) consists of four maxims; (1) maxim of quantity which means “make the contribution as informative as is required”, (2) maxim of quality which means “make the contribution as one that is true”, (3) maxim of relevant which means “be relevant” and (4) maxim of manner which means “be perspicuous”. That principle is required in a conversation. However, what happens in everyday life is people often flout the maxims as Yule (2010, p.147) states that it is very possible that people does not follow the principle. When people flout that cooperative principle, it will cause flouting of maxims. In other words, flouting of maxims occurs when the maxims are flouted. It is because people cannot always be explicit in saying what they want. In line with this, Cutting, (2002, p.36) states “In many culture, it can be socially unacceptable to always say exactly what is in one’s mind unless one know hearer very well.” In this case, sometimes there is a tendency to use flouting of maxims as the way to maintain the relationship with each other.

For example, one of the ways that people use when they flout the maxim of quality is using hyperbole (Cutting, 2002, p. 37). Hyperbole is a figurative language that is usually used as the exaggeration to emphasize the meaning rather than being literal. For instance, “I’ll love you sweetheart, I’ll love you till the China and Africa meet.” That is the famous hyperbole from the poem "As I Walked Out One Evening" (Auden, 1940). That hyperbole may create another effect on the hearer’s mind rather than by saying plain words. Hence it can establish the relationship between the speaker and hearer as well. In short, using flouting of maxims is not always about something bad because the cooperative principle is not obeyed in communication, but it is about another ways in establishing the relationship between others. It still becomes interesting topic to investigate to explore how people use it in their daily interactions.

Related to flouting of maxims, talk show is one the TV programs that may show the phenomenon. Thornborrow (2007, p. 1) defines talk show as “the arena of the discussion of lay public opinion on a range of issues from personal to social problems and concerns.” Since talk show is always served in a talk or discussion format, it is considered as the conversation. One of the talk shows that is captivated Indonesian viewers is Sarah Sechan that is aired on Net TV. The show starts airing in 2013 and is hosted by Sarah Sechan. It airs everyday and always features the guest. The show is formatted as the talk show that is fun, humorous but still informative (www.netmediatama.co.id/sarah-sechan, n.d). In this study, the researcher tries to focus on investigating the flouting of maxims in the episode of Sarah Sechan talk show with the guest Fitri Tropica which was aired on Net TV on July 30, 2013. Fitri Tropica is the Indonesian actress and comedian who is actively featured as a guest in Indonesian talk shows. She is famous as the guest who is comical and has a humorous personality. The reason in choosing that episode is because there is an indication of flouting of maxims that happen in the show. Since the host and the guest always use humorous jokes in their show, it is often considered that there is an indication of flouting of maxims in its conversation. Besides, one of the show’s aims is to entertain its viewers. The flouting of maxims that is used by the people of the show is to create laughter. Hence, if the people on the show do not flout the maxims, the show may be boring. In line with this, the host intends to put the guest in the uncomfortable talks about personal matters. However, Sarah states for Jakarta Post on October 2013 that she likes to put the guest in funny state if the talk becomes uncomfortable. She often asks about the guest’s personal matters. When the host puts the guest in uncomfortable talks, in many cases, the guests also tend to be funny or humorous as well because they do not want to be honest and open about their personal matters and tend to be implicit or sometimes being irrelevant in answering the host’s questions. Therefore, flouting of maxims may happen. As an addition, the episode is quite popular as it is one of the most viewed episodes on Net TV Youtube channel. Therefore, the researcher conducts this study and entitles it **“The Flouting of Maxims in *Sarah Sechan* Talk Show Episode “Fitri Tropica” on Net TV”.**

The researcher expects that by investigating the flouting of maxims on the show, it can help enrich the understanding of the use of flouting maxims in a conversation as well as give the knowledge how to use it and how it impacts in daily life. Hence, the researcher hopes that the study can be useful for everyone as the knowledge in communication to be better. It is also expected to be useful for linguistics students who want to learn more about flouting of maxims and how they are used in daily life and conversation. For the show itself or another people who participate in a talk show, studying flouting of maxims can be a strategy or device in creating the enjoyable and fun conversation as well as the interesting talks which aims to not only entertain but also educate. In this case, the use of linguistics can be a great thing to make a good quality of talk show. Finally the researcher hopes that by conducting this study, it can make people aware of the linguistic phenomenon.

**1.2 Problems of the Study**

Based on the background of the study, the researcher uses the following questions as the problem of the study:

What maxims are flouted and to what extent the maxims are flouted by the host and the guest in Sarah Sechan talk show episode Fitri Tropica on Net TV in the terms of:

a. The classification of the flouted maxims?

b. The implication of the flouted maxims?

c. The purpose of the flouting of maxims?

* 1. **Objectives of the Study**

Based on the problem of the study, the objective of the study is:

To find out the maxims which are flouted and to what extent the maxims are flouted by the host and the guest in Sarah Sechan talk show episode Fitri Tropica on Net TV in the terms of:

a. The classification of the flouted maxims.

b. The implication of the flouted maxims.

c. The purpose of the flouting of maxims.

* 1. **Definition of Key Terms**

To make the readers understand the terms easily, these are some definitions of the key terms used in this study:

1. **Maxim:** One of four assumptions in conversation connected to the cooperative principle (Yule, 2010, p. 290).
2. **Flouting of Maxims:** A term that is proposed when the conversational participants do not obey the maxims in cooperative principle (Cutting, 2002, p. 37).
3. **Context:** Knowledge of physical and social world, and the socio-psychological factors influencing communication, as well as the knowledge of time and place in which the words are uttered or written (Yule, 1996; Peccei, 1991 cited in Cutting, 2002, p. 3).
4. **Sarah Sechan Talk Show:** An Indonesian talk show that is aired in Net TV regularly hosted by Sarah Sechan ([www.netmedia.co.id](http://www.netmedia.co.id)).