

CHAPTER I

INTRODUCTION

In this chapter the writer presents background of the study, problems of the study, objectives of the study, and definition of key terms.

1.1 Background of the Study

Language is a device to communicate for human beings in the society. People use a language to communicate with each other, such as families, friends, and colleagues. There are two kinds of languages, they are written and spoken languages. Written language is a language represented by a written form, for example, letters, electronic mails (e-mail), newspapers, telegrams, and post cards.

Then, a spoken language is a speech produced by people. It can be found in some occasions, such as in casual conversations, classroom talks, interviews, monologues, telephone calls and reality shows. People communicate with others everytime and everywhere in their daily activities. Thus, a language is a main tool for them to communicate with each other because a language makes people can communicate easily.

In the process of communication, people take and give messages to convey their ideas, feelings or things in mind. From this condition, they expect that they want to get more understanding about something. Sometimes, when people get involved in some conversations in daily life, they find the conversations are not

relevant. It might be what the speaker said is not relevant to the hearer's answer.

For example :

Teacher : Why didn't you do your homework?

Student : May I go and get some water? I am thirsty. (Kosravidih, 2011, p. 2)

From the example given, the student's answer is not relevant with the teacher's question. In this case, one reason for this answer can be the fact that the student is trying to evade the interrogation posed by the teacher. The student flouts maxim of relevance that takes place when he or she deliberately ease to apply maxim.

Moreover, the student applies this maxim to persuade the teacher to infer the hidden meaning behind the utterances that the student said. From the process of communication, it can also be found in reality show. Based on Ask (2011, para. 1) a reality show is kind of the television programming that presents unscripted and humorous things. Indonesia televisions have many television programmes, one of them is *Pesbukers* reality show that has a comedy genre.

Pesbukers is one of television programs in a private television (ANTV) presented by Olga Syahputra, Raffi Ahmad, Jessica Iskandar, Melaney Ricardo and Opie Kumis. It uses a reality show concept that presents a comedy.

Pesbukers' name is taken from *Facebook* that is one of social networking media being popular in society. This name can make people remember it easily.

Pesbukers gives comedy and hot gossip that can entertain the audience. This television programme that can be enjoyed every Monday until Friday at 6:00 pm in ANTV and then uploaded in You Tube. In this study, the writer chooses

Pesbukers reality show because it provides comedy. In this reality show, the hosts are given a theme in each episode. Moreover, they develop the dialogue in order

to entertain the audience. In developing the dialogue, they sometimes speak spontaneously to tease each other, so there are many utterances that contain flouting maxim of relevance especially in special edition "Valentine" that broadcasted on 14 Feb 2013. Furthermore, this edition presents guest stars Saiful Jamil and Dewi Persik whom people knew as ex-couples. In *Pesbukers*, they met in one stage and, it should be interesting because they will become a joke by the hosts. When people do flouting maxim of relevance, they have an intended meaning from their utterances. Sometimes, people who flout this maxim try to shift the conversation with the other thing. This action can have various purposes that make people do not understand. One of them is people have a hidden meaning, save face act, avoid face threatening act and make a joke.

The hidden meaning is called implicature. According to Yule (1996, p. 35), "implicature is the assumption that the speaker is being cooperative and intends to communicate something". This something can be meant as an additional conveyed meaning that the speaker expects a listener gets the speaker's intention. From this explanation, the writer assumes that implicature is the intended meaning behind the utterances that the speaker said. When someone does flout maxim, the speaker assumes that the listener knows his or her words should not be taken at face value and he or she can infer the implicit meaning from his or her conversation. Then, the other reason people do flout maxim of relevance because they want to avoid face threatening act.

Based on Yule (1996, p. 60), "face is the public self-image of a person. It refers to emotional and social aspects that everyone has, and it expects everyone

else to recognize”. Someone else has to be aware about this situation. Showing the awareness to another person’s face can be in situations of social distance or closeness. In casual conversation, people behave and act in order to be respected by another person related to their actions. However, sometimes their acts or utterances can be a threat to another person’s face. The act that can threat another person’s face is called by face threatening act (FTA).

According to Yule (1996, p. 61), “face threatening act is the action when a speaker says something that represents a threat to another individual’s expectations regarding self-image”. It means that people have possible reasons that can be interpreted as a threat to another’s face. Both of flouting maxim and face threatening acts are closely related to communication. Sometimes, people have to understand some contexts like what a speaker says, what a speaker intends to utter, what a hearer can understand, and what a hearer gets from a conversation.

These contexts sometimes make people misunderstand each other because they do not understand and get the point from the speakers yet.

In this study, the writer is interested in analyzing flouting maxims, especially in flouting maxim of relevance, and also the writer relates to the flouting maxim of relevance and face threatening acts because these topics can be related each other concerning with in communication what a speaker means and how a speaker delivers his or her need to be understood by a hearer. In addition, the writer chooses *Pesbukers* reality show as data source, and also the utterances of the actors and actresses that contain in flouting maxim of relevance as data.

The writer uses Grice's theory of implicature for analyzing in flouting maxim of relevance, and also uses Brown and Levinson's theories about face threatening acts. The writer uses those theories because they have many explanations, so that those studies can complete each other and answer the questions proposed in this study.

By doing this study, the writer hopes to discuss flouting maxim and face threatening acts (FTA) found in *Pesbukers* reality show. The finding is also expected to reveal the intended meaning by doing flouting maxim of relevance in *Pesbukers* reality show. For the next researchers, it can be useful because they can use it as a reference for their research in the same field. Therefore, the writer conducts the study entitled **“Flouting Maxim of Relevance Related to Face Threatening Act Strategies in *Pesbukers* Reality Show Special Edition “Valentine”**.

1.2 Problems of the Study

Based on the background of the study, the following research problems are formulated:

1. What are face threatening act strategies applied in flouting maxim of relevance in “*Pesbukers*” reality show?
2. What are the intended meanings of flouting maxims of relevance related to FTA strategies in “*Pesbukers*” reality show?

1.3 Objectives of the Study

In accordance with the previous problems of study, the objectives of the study are stated as follows:

1. To identify the face threatening strategies are applied in flouting maxim of relevance in “*Pesbukers*” reality show.
2. To find out the intended meanings of flouting maxim of relevance related to FTA strategies in “*Pesbukers*” reality show.

1.4 Definition of Key Terms

To make the topic in this study clearly, the writer gives the definition of the key terms to help the readers understand what the writer means. Here are the key terms:

1. **Pragmatics:** the study of invisible meaning, or how people recognize what is meant even when it is not actually said or written (Yule, 1996, p. 127).
2. **Flouting maxim of relevance:** the speaker expect that the hearers will be able to imagine what the utterance did not say, and make connection between their utterance and the preceding one (s) (Cutting, 2002, p. 39).
3. **Implicature:** the assumption that speaker is being cooperative and intends to communicate something (Yule, 1996, p. 35).
4. **Face threatening act:** the speaker says something that represents as threat to another individual’s expectations regarding self-image (Yule, 1996, p. 61).

5. **Reality Show:** a reality show refers to a genre of television programming that presents purportedly unscripted dramatic or humorous situations and document actual events. It usually features ordinary people instead of professional actors, sometimes in a contest or other situation where a prize is awarded

(<http://www.ask.com/question/what-is-the-definition-of-a-reality-show>).

6. **Pesbukers:** one of the programs on private television (ANTV) presented by five hosts, they are Olga Syahputra, Raffi Ahmad, Jessica Iskandar, Melaney Ricardo and Opie Kumis (<http://www.an.tv/pesbukers/>).

