

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

As a member of social community people need to communicate with other humans. D. Hewett (2011, p. 7) also indicates that communication is one of the essential elements for human beings since communication can satisfy their social needs. For that reason, humans need a successful communication in order to make the communication which they conduct run well and effectively.

According to Thomas (1995, p. 63) a successful communication can be achieved if the participants of the conversation follow the four basic conversational maxims, which are, maxim of quantity, maxim of quality, maxim of manner and maxim of relation. These four basic principles of conversation can help people to achieve a successful communication.

In reality, when we look around us, sometimes people have a conversation without fulfilling the four maxims of conversation. Thomas says that people do not usually say what they really mean. "Speakers frequently mean much more than their words actually say" (Thomas, 1995, p. 1).

People break the rules of the Gricean maxims for several purposes such as to mislead the hearer or purposefully to assert an additional meaning. As an example, A is asking B about a mutual friend's new boyfriend, A: "*Is he nice?*" and B responds: "*She seems to like him.*" In this example, B gives a less informative response than is required. Thus, B's utterance generates an implied meaning which implies that B does not like the boy. By giving such an answer, B is trying to prompt A to look for an additional meaning. (Thomas, 1995, p. 66)

Based on Thomas (1995, p. 63) in order to understand the implied meaning(s) or message(s) that is not stated clearly in the speaker's utterances, the hearer must assume or even understand the situation and condition of the conversation or else the hearer will fail to unveil the real meaning of the speaker.

Non-observance of the Gricean maxims can be found in a real conversation. A talkshow is also a source to find people's failure to observe the Gricean maxims in a real conversation. I choose a talkshow as the source to find out people's failure of observing the Gricean maxims because it is interesting and suitable for my topic. In addition, a real conversation occurs in talkshows during an interview session.

In interview sessions, sometimes an interviewee speaks without following the rules of the Gricean maxims. One of the examples is Rhoma Irama as an interviewee in a talkshow who tends to break the four basic rules of conversation when he is being interviewed about his intention to become the next president of Indonesia.

The reasons why I choose Rhoma Irama as the subject or the doer of breaking the Gricean maxims is because he is often interviewed by the media, especially in relation to his intention to become the next president of Indonesia. In addition, he also frequently asserts an implied meaning within his utterances during his interview sessions in media.

Furthermore, Rhoma Irama's utterances are suitable as the subject for my study because he is a controversial figure who shocked the public with his intention to join the presidential election in 2014. In addition, he is more known for his contributions in the world of music than in politics. Thus, his responses toward some questions which he should be able to respond effectively and appropriately as a president are interesting to be analyzed.

During his lifetime, he is also famous for being "*raja dangdut*" in the music industry who often inserts religious values through his songs in his concerts. This is also interesting to study because as an Indonesian citizen, I want to know his vision and mission for Indonesia and whether he has the qualifications to become a president or not.

From the reasons above, I come up with my topic thesis, which is *Rhoma Irama's use of non-observance of the Gricean maxims to build a good image of himself in the media as one of the candidates of the seventh president of Indonesia*. This topic mainly discusses Rhoma Irama's utterances, the implicatures, and also his intention of breaking the Gricean maxims. The significance of this topic is to make people more aware of the implied meaning created by some politicians in media.

(706 Words)

1.2 Statement of the Problem

In doing the research, I want to focus on this following issues:

1. What are the types of non-observance of the Gricean maxims in his utterances?
2. What are the implicatures generated from Rhoma Irama's utterances?
3. What is Rhoma Irama's intention of using the non-observance of the Gricean maxims?

1.3 Purpose of the Study

By stating the statement of the problem above, I hope to:

1. Identify the types of non-observance of the Gricean maxims in his utterances.
2. Identify the implicatures that are generated from Rhoma Irama's utterances.
3. Reveal Rhoma Irama's intention of using the non-observance of the Gricean maxims.

1.4 Method of Research

I start my research by choosing the linguistic area to discuss which is Pragmatics and the specific topic that I want to analyze. After that, I tried to find a relevant data on the Internet mainly Youtube as my source of data. After finding the data, I analyze the data which break the rules of the Gricean maxims based on the statement of the problem. In analyzing the data, I use the theory of the non-observance of maxims proposed by H.P. Grice that I have learned from books or websites. Finally, I wrote the research report.

1.5 Organization of the Thesis

This thesis is divided into four chapters. The first chapter is Introduction, which contains Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research and Organization of the Thesis. The second chapter is Theoretical Framework, which discusses the related theories that I use to support my study. Chapter Three is the analysis of the data, which is taken from several interview sessions of Rhoma Irama in becoming the seventh president of Indonesia. Chapter Four is Conclusion, which includes my personal comments on the analysis and suggestions for further researches. The last in this thesis is Bibliography and Appendices.

