

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

One of the most important things in this world is language as people use it everyday to communicate with one another. Without language, people cannot socialize, which means there will be no development in the society. Language is important because people can express themselves when they are happy, angry, or sad. Language can help us see people's characteristics, desires, motives, educational background, social life, association, and customs. People need language in their lives not only to speak as a social being but also to categorize people.

Some people sometimes use language to get benefit from others; for example, they can manipulate people by adding, omitting, or hiding some parts or the whole information from other participants. People also utilize language to build self image; they say things carefully and choose words that can make themselves look good in front of people.

One of the ways to see the meaning and to know the truth of what the speaker wants to say is through pragmatics, which is a term coined by philosopher C.W. Morris in 1930s. Pragmatics is “the study of meaning in language, the practical aspects of human action and thought, and the use of linguistic signs, words and sentences, in actual situations” (“What Is Pragmatics”, n.d.). Below is one example:

There is a student who came late to his class.

Teacher : What time is it?

Student : Nine.

In this conversation, what the teacher meant to say was that the student was late and the teacher wanted to know the reason why he came late. However, the student did not understand what the teacher actually implied. Accordingly, the student gave that answer instead of the answer that the teacher wanted to hear.

There are many ways to see the meaning through pragmatics, one of which is using the theory of maxims. In 1989, Herbert Paul Grice developed maxims of conversation to make the conversation run smoothly (Richard & Richard, 2005). In real life, not every conversation runs smoothly and sometimes the hearer misunderstands what the speaker means. Being aware of this phenomenon, Grice introduces five ways of how people fail to observe the maxim(s), which are flouting a maxim, violating a maxim, infringing a maxim, opting out of a maxim, and suspending a maxim. Flouting a maxim happens when a speaker fails to observe a maxim without intending to deceive or mislead the hearer, while violating a maxim happens when a speaker intends to mislead the hearer. Infringing a maxim happens when a speaker does not have enough

knowledge in language, resulting in him creating an error when he speaks or answers a question. Opting out of a maxim happens when a speaker refuses to give the answer to the topic asked by others. The last one, suspending a maxim, happens when it is considered inappropriate or culturally taboo for a speaker to fulfill the maxim.

People sometimes deliberately fail to observe the maxims for their own benefit. This is usually the case with a lot of public figures. One of them is HincaPanjaitan, who is one of the head-chiefs of Indonesian Football Association (PSSI). Since he had his position in 2007, there have been a lot of issues about football in Indonesia, none of which have been solved. One of the biggest issues in Indonesian football is football mafias; they are the people who always take advantage of football games to gain profit for themselves. Football mafias have existed in Indonesia since a long time ago, but no one is able to reveal or find the people behind this because football mafias have a lot of backing, not only from people who are not really important but also from PSSI.

This thesis will focus on HincaPanjaitan's answers during one of his interviews with NajwaShihab. During the interview, he seems to be hiding something because his answers are not to the point. Consequently, we need to look for the meaning behind his utterances to know what he actually wants to hide. By analysing his answers using Grice's maxim theory, it will be possible to find out what he is trying to hide and how he is doing it in order that nobody would link him with the football mafia issue.

The significance of this study is to make the readers aware that people often perform non-observance of the Gricean maxims for different purposes.

People sometimes use language and exploit it to gain their own profit, which in this case is used by the Head of the Indonesian Football Association to defend himself and his association.

(773 words)



1.2 Statement of the Problem

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

1. What are the types of non-observance of the Gricean maxims in Hinca Panjaitan's utterances?
2. What are the implicatures generated from Hinca Panjaitan's utterances?
3. How is the non-observance of the Gricean maxims used as a strategy by Hinca Panjaitan to build his positive image as the head of the national football team?

1.3 Purpose of the Study

Based on the statement of the problems above, I hope to:

1. identify the types of non-observance of the Gricean maxims in Hinca Panjaitan's utterances;
2. identify the implicatures that are generated from Hinca Panjaitan's utterances;
3. reveal Hinca Panjaitan's strategy in order to build his positive image as the head of the national football team.

1.4 Method of Research

First of all, I choose the linguistic area to discuss, and I decide to use Pragmatics. After that, I try to find relevant data from the Internet and YouTube as the source of my data. After I find the data - which is about football mafias in Indonesia- I analyse them by looking for the parts which break the rules of the Gricean maxims. When I analyse the data, I use the theory of H.P. Grice about the

non-observance of maxims that I get from books and websites. Finally, I write my research report.

1.5 Organization of the Thesis

This thesis is divided into four chapters. Chapter One is Introduction, which consists of Background of the Study, Statement of the Problem, Purpose of the Study, the Method of Research, and Organization of the Thesis. Chapter Two is Theoretical Framework, which discusses the related theories that I use to support my thesis. Chapter Three is the analysis of the data which are taken from the interview session of Hincapanjaitan in *Mata Najwa* talkshow about the football mafias in Indonesia. Chapter Four is Conclusion, which includes my personal comments on the analysis and suggestions for further research. The thesis ends with the Bibliography and the Appendices.

