

1. INTRODUCTION

1.1 Background of the Study

Since, communication is done in people's everyday life, speakers and listeners must speak cooperatively with each other to be understood in a particular way. In order to make conversation understood by the speaker and the hearer, there must be the general principle of language use, called the cooperative principle (Renkema, 1993). According to Paul Grice (Yule, 2014) the cooperative principle can be divided into four maxims: Maxim of Quality, Maxim of Quantity, Maxim of Relevance and Maxim of Manner. Maxim is a set of norms which language users adhere to in order to uphold the effectiveness and efficiency of communication (Hatim and Mason, 1990). It shows that cooperative principle helps people to communicate effectively without creating misunderstanding. Then in communicating, speaker and hearer must obey the four maxims in order to create effective communication. On the other hand, sometimes the maxims are not obeyed, or it can be violated called the flouting of maxim. The flouting of maxims takes place when individual deliberately ceases to apply the maxim to persuade their listener to infer the hidden meaning behind the utterances; creating implicature (S.C. Levinson, 1983) state in Khosravizadeh (2011). Therefore, implicature occurs when a speaker chooses to flout a maxim. Then, by flouting the maxim or not obeying the maxim, people imply something in the conversation.

In this study the writer analyzed “*The Pursuit of Happyness*” movie. The movie is based on a true story about the difficult time of a billionaire named Chris Gardner before he became a successful one. Chris Gardner is an American businessman, investor, stockbroker, motivational speaker, author, and philanthropist who, during the early 1980s, struggled with homelessness while raising his toddler son, Christopher Gardner, Jr. The movie shows how Chris Gardner works hard to find a steady job while raising his two years old son, then decides to do the internship program in Dean Witter Reynolds Dept. before he becomes full time employee in that company that is the beginning of his success. The movie shows how Chris is trying hard to have a

conversation with Mr. Jay, one manager of Dean Witter Reynolds Dept. in the taxi. He wants to talk about the internship application that he submitted to Mr. Jay a few days ago so that Mr. Jay can listen to Chris' concern. Even he lie that he has the same direction as Mr. Jay, so that he can talk to him. In addition, Chris makes Mr. Jay impressed because he can fix the mess rubic and get a call to have the interview for the internship. Next, this movie also shows the process of Chris's interview before he is accepted to be one intern in that company. The interview session shows Chris Gardner comes late and appears with bad appearance. In the interview process, Chris tries hard to explain about the reason why he comes late to the interviewers very enthusiastically. Fortunately, Chris Gardner can convince the interviewer and has a chance to do internship in Dean Witter Reynolds-Resource Dept as stockbroker for six months. Then, in the internship period he needs to bring money for the company so that he can be qualified to be one employee there. He works hard to finds a potential customer and win his customer's heart. Unfortunately, he gets a problem before he can meet his customer. Then, he visits his customer to apologize and gets a chance to continue their delayed conversation. By visiting his customer's house Chris gets a chance to have business conversation in the football game and gets the advantages for his internship progress. Finally, in the ending of the movie, his difficult time and hard work are paid off because he can be accepted to be one employee in Dean Witter Reynolds-Resource Dept. By becoming one employee in that company, he can start a new life with his son and have a better life than in his previous life in which he suffers a lot

The writer chooses and focuses on the five scenes which how the process of how Chris can be accepted and be one employee in the company that he applied for internship program. That is the beginning of his success in his life. The first scene shows how Chris tries to get relation with the manager of the Dean Witter while in the taxi. The second scene shows when Chris tries hard to win the interview, so that he can be accepted to be one intern. The third scene shows when Chris visits his customer house's to get the second chance because he has made a mistake. The fourth scene shows Chris and his potential customer, Mr. Ribbon continue their conversation in the football game. There Chris meets with Mr. Ribbon's friends that is very meaningful

for Chris. It is because it gives the advantages for his internship progress. The last scene shows the happy ending of Chris' life because he is accepted to be a full time employee. This is the beginning of his success; after a few years work in Dean Witter Reynolds Dept. Chris Gardner went on to own his own investment company and made millions of dollars, and it develops very well, which made him become a billionaire until now

This movie is very interesting because it is based on a true story with a happy ending. This movie also has a good content of both life and business. It shows us there are many possibilities that we can reach if we have the willingness to do it with our best. People need to pursue the happiness and success by hard work. This movie motivated us not to give up when we have difficult time in our lives. Another thing that makes this movie special is the misspelling of the title 'Happyyness' with letter 'Y'. The writer found that, the word 'Y' is to indicate you and your happiness. It is about what makes you happy, fulfill, and embrace your joy in a good way. By the doing so, the movie wants to emphasize about the happiness, especially what people need to do, what people need to effort to find their happiness in the right way. This movie also shows some interesting scenes which are the taxi scene, the interview scene, the customer's house scene, the game scene and the ending scene. These five scenes are the part of Chris's success in his life because those scenes show the process of Christ's success in pursuing his happiness. Those scenes show how Chris's effort to find his happiness through his tough life by becoming one employee in Dean Witter Reynolds-Resource Dept. Therefore, the writer is going to analyze the use of cooperative principle, the flouting of the four maxims and the implicature in Chris Gardner utterances' in the five chosen scenes.

1.2 Statement of the Problem

This thesis seeks to analyze the use of cooperative principle, the flouting of maxims, and the implicature as interpreted in Chris Gardner's utterances in *The Pursuit of Happyyness* movie. For the purpose, this thesis is directed to answer the following research questions.

1. Which maxims are used by Chris Gardner's in *The Pursuit of Happiness* movie
2. Which maxims are flouted by Chris Gardner?
3. What implicature can be interpreted by the flouting of maxims?

1.3. Purpose of the problem

In this research, the writer would like to find out what maxims are used by Chris Gardner, what maxims are flouted by Chris, and what implicature can be interpreted by flouting the maxims in the business conversation in the pursuit of happiness movie.

1.4. Significance of the Study

By doing this study, the writer hopes that the findings would be useful for readers. The reader can get information about Chris' utterances in communicating that helps him to get a good relation which gives a very big impact for his success in his life through the cooperative principle and the implicature involved. Besides, it gives some inputs to readers who are interested in doing a research about flouting the maxims and the implicature.

1.5. Scope and Limitation

The scope of this study is Discourse Analysis, focusing on the four maxims of cooperative principle. The source of the data is the film and the transcript, and the data consist of the utterances in to the five chosen scenes; the taxi scene, the interview scene and the customer's house scene, the game scene, and the ending scene. In this case, the writer limited the study to the utterances used by Chris in the five chosen scenes.

1.6. Definition of Key Terms

Cooperative principles

“The cooperative principle is a principle of conversation stating that participants expect that each will make a “conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk

exchange”(Grice,1975). The cooperative principle often called the “Gricean Maxims”. They are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner (Yule,2014)

The Flouting of the Maxims

Speakers flout the cooperative principles and intend their hearer to understand this; that is, they purposely do not observe the maxim and intend their hearer to be aware of this (Paltridge, 2006).

Implicature

“Implicature” denotes either (i) the act of meaning or implying one thing by saying something else, or (ii) the object of that act (Stanford Encyclopedia of Philosophy , 2005)

1.7. Organization of the study

In this research paper, the writer discusses the background of her topic: Why the writer choose the topic, the statement of the problem, purpose of the study and other variables of the research in Chapter One. Then, in Chapter Two the writer discusses the theories that the writer used in this research. Next, in Chapter three the writer explains how the writer collected and analyzed this research. In Chapter four, the writer explains the findings of the research and the discussion. Finally, in Chapter five the writer draw the conclusion based on the writer’s findings.