

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Language is not only used for communication but also to build relationship with others. Language can also help human to tie the social relationship. Because language can make people be closer and know each other. The essential function of language is to communicate with the interlocutors. Language can help people to enrich their knowledge by having communication. Moreover, the main purpose of communication is to give, get and share an idea or information that needed by someone. Actually, people should fulfill the cooperative principle which is a rule in conversation to make it runs smoothly. However, many speakers are failed to observe the cooperative principle in communication.

Cooperative principle is developed by H.P Grice. He states that cooperative principle is a conversation rule that make a conversational contribution such as is required at the stage at which it occurs. Both the speaker and hearer should fulfill the cooperative principle when they manage to achieve a successful communication. Cooperative principle includes four conversational maxims which are quality, quantity, manner and relevant. However, people sometimes do not observe the maxim deliberately whether it is flouting or violating. People are

manipulating the maxims to achieve their own purposes such as entertaining, flattering, lying, etc.

People can manipulate the maxim by doing violating and flouting. Violating is the condition where the speakers mislead the hearer and do not purposefully fulfill certain maxim. When the speaker or hearer cannot fulfill those maxims the communication will be unsuccessful because there will be miscommunication between them. The speaker violates the maxim because the hearer may not know the fact and truth and only comprehend the surface meaning of the speaker's words. Here, the speaker can violate more than one maxim in the same time and it is usually known as multiple violating. While, flouting is occur when the speaker in the conversation implies something else when saying something. It means that the speaker adds meaning to the literal meaning of the utterance. Flouting maxim also signals to the hearer that the speaker is not following to the cooperative principle. In another condition, people tend to lie to make them feel safe and to avoid them from anything that may put them in unsafe condition. The main reason of lying is they try to save their face. In most case, if people do something bad they try to cover it through lying. The speaker has some reasons to lie such as to save their faces, to hide the truth and to please the hearer.

Meme can be found easily in this digital era. It can be an attractive media to use in language learning. Both meme and cooperative principle have a relation in making contribution of communication. According to Dawkins in his book *The Selfish Gene* in 1976, meme can be defined as the born of a culture with many replicators. However, meme does not always copy perfectly, that is why it can

lose, mix or change because it is influenced by another idea and create new meme. Meme is also used as one of communication tools because it also uses language to deliver the message. Many memes in internet or social media seem do not observe with the maxims to reach their own purposes in communication. The language that used in memes which are not observing the maxim is very attractive to be analyzed.

Meme for amusement is usually created to entertain the reader with an expression, idea or something that quite funny. Meme makers usually do not observe the maxim to make the memes be funny. The aims of meme for amusement can be achieved when the readers understand about the message that the meme makers deliver. This can be established through how many likes and comment that exist in that meme. It can be an indicator that the meme maker is success to achieve the purpose of that meme. While, meme for critic is usually created by the meme maker when there is a hot issue at that time or meme makers want giving comment to something. It can be about political, economy, social, environment and etc. This kind of meme usually gives a comment about the issue in very soft language. But actually it has deeper meaning in giving an opinion for the trending issue in the certain time. Memes for critic usually use a picture to strengthen the target from that meme. Memes for critic can achieve their purpose when the readers think or give some comments about the meme which show that the readers also agree with the meme. If the meme's purpose to tease an issue at that time and the readers also give same comments, it can be said that the meme already achieved its purpose.

Meme may consist of a picture and also utterances or sometimes meme just consists of utterances without picture. In addition, there is a kind of meme which consist of some utterances and creating a conversation even it is completed by picture or not. This kind of meme i used as data in this study because cooperative principle is related with conversation. This research did an analysis to meme for amusement and meme for critic. This is very interesting to be analyzed because most of the memes do not observe the maxims. The researcher is interested with this topic because many people can enjoy and understand what the meme means but only some people who are success to create meme and deliver the idea well. So that, the researcher would like to find out and analyze what kind of non-observance of maxims that meme maker did and also what kind of maxim which is not observing.

Nowadays, there are some social media such as facebook, twitter, instagram, etc. But, instagram seems mostly used than others. The users can easily find memes in instagram only through search it in searching tools and use hashtag, there will be so many memes served by the system. If it is compared, it seems like finding memes in instagram is easier rather than others social media because the main function of instagram is to provide picture or video. In this case, meme is one kind of picture form. So, it will be easier to find in instagram. Personally, instagram is the most familiar social media for the researcher, that's why instagram is chosen as the source to find memes as the main data of this study.

1.2 Research Questions

This Research answers three research questions, they are:

1. What kind of Non-Observance of maxim which occurs in memes for amusement and memes for critic found in instagram?
2. What kind of maxims which are not observed in those memes?
3. How do memes for amusement and memes for critic differ in non-observance of maxim?

1.3 Objectives of the Research

The aims of this research are related to the research questions which are answered by this research, those are; to find out the type of non-observance of maxim which occur in memes for amusement and memes for critic found in instagram. The research also analyzed the type of maxims which are not observed in those memes. In the end, this research compared the differences in non-observance of maxim in memes for amusement and memes for critic.

1.4 Limitation of the Research

This research is focuses on the memes written in English found in instagram which are not observing the maxims. Memes which consist of conversation especially memes for amusement and memes for critic are chosen by the researcher as the sample of this research. This research only concerns with two of the Non-Observance of maxim which are flouting and violating because the consideration of time in conducting this research. The memes are taken

purposively, memes for amusement and memes for critic are the main data of this research. The researcher took the memes consist of the general topic because the researcher is not a native speaker. So, both of the researcher and the readers may understand the mean of those memes. It is also hoped to reduce the researcher bias. In addition, the general topic of meme seems easier to be understood by Indonesian reader. The researcher took memes that exist in instagram during November 2018 by using hashtag (#), but the memes must have flouting or violating only in Non-Observing the maxim.

1.5 Significances of the Research

This research is expected to provide some important information about Grice's maxims and memes for the development of knowledge. In addition, it is also expected to increasing readers' critical and deep thinking while they were reading something to understand the implied meaning of the meme. So, the readers do not only read the meme but also know the message that the meme maker tries to deliver. This research is also expected to give some reference for the lecturer to use meme in teaching Discourse Analysis subject in English Department Jambi University to make teaching and learning process more interesting because digital students of course already familiar with meme because they can find it easily in social media and internet.

1.6 Key Term of the Research

1. Cooperative Principle : The principles that people abide by for a successful communication (Grice,1975)
2. Context : Context can be defined as the use of language that create a comprehension of how language works in context is the central in a comprehension of the connection between what is said and what is comprehend in written and spoken (Cutting, 2002)
3. Speech Act : Speech act is defined as the action performed in saying something (Austin, 1962)
4. Meme : Meme can be described as an idea, behavior or style that spreads from person to person within a culture (Dawkins, 1975)