

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is one of many essential aspects in human life. All people in the world use language as the medium of communication for daily conversation. Language also helps to deliver opinion by using oral or written of human communication. Falk states that language is always there, and we make use of it automatically, often without any conscious effort (1985: 3). Thus, it is very impossible for human to live without language.

In order to understand the language, people need to master linguistics. Generally, linguistics is the study of human language and it has several branches such as phonology, morphology, syntax, semantics, pragmatics, psycholinguistics, and sociolinguistics. In addition, this study focuses on violation of conversation which has strong correlation with pragmatics.

As an international language, English exists almost in every field, such as in science, information technology, health, government, education and especially in entertainment. Furthermore, comics are one kind of direct influence of English in entertainment. However, this phenomenon sometimes makes some readers confused in interpreting and understanding the implied meaning within the conversation in the comics because they often provide indirect responses of previous utterances.

Therefore, the writer tries to figure out the violations of maxims of conversation in the comics of Scott Adam's *Dilbert*. In this case, the kinds of violation of maxims of conversation which occur in the conversation of the characters are analyzed in detail.

1.2 Statements of the Problem

Based on the previous background, writer withdraws two problems. The problems include:

1. How are violations of maxims of conversation in Scott Adam's *Dilbert*?
2. What are the purposes of violation of maxims of conversation in Scott Adam's *Dilbert*?

1.3 Objectives of the Study

In order to answer the stated problems, the writer determines two essentials purposes. They are as follows:

1. To explain about the ways of the violation of maxims of conversation in Scott Adam's *Dilbert*.
- 2 To explain about the purposes of the violation of maxims of conversation in Scott Adam's *Dilbert*.

1.4 Significance of the Study

The writer hopes that this research is useful for the reader in getting more knowledge and understanding related to the violation of maxims of conversation in the comics.

In this case, the research adds the knowledge about the whole aspects of study of pragmatics for readers in general. Furthermore, application of this study will help to figure out and understand implied messages occurred in the real use of conversation.

1.5 Source of Data

The data of this research are gained from comics entitled "*Dilbert*" by Scott Adam. The writer decides to collect the data from the comics since they contain many obvious examples of violation of maxims of conversation among the characters which support the writer in analyzing the violation. Besides, the comics are very popular among readers as they show fresh jokes which represent the actual life of most common employees. Thus, readers can use them as medium of relaxation from daily routine.