

## CHAPTER I

### INTRODUCTION

#### 1.1 The Background of the Study

Language is a means of communication. Communication will run well, if we could use language appropriately. To communicate and to interact to each other, human being uses language. According to Edward Sapir “language is a purely human and non instinctive method of communication ideas, emotions, and desires by means of system of voluntarily produced symbols” (1949:8).

The definition about language above has relation with human being. Communication is the appearance of ideas, emotions, and desires. The expression of our ideas can be realized by language. Language as a means of communication can be realized in many ways such as by gestures, visual signs, scientific symbols, sounds and music or dance, but the most effective of all is still by words, either spoken or written.

To make communication with others, one should know the speaker’s aim or intention, so it can be understood properly. The speaker must also understand the appropriateness between the use of language and context. It deals with one branch of linguistics, namely pragmatics. Pragmatics is the study of those relations between language and context that are grammaticalized, or encoded in the structure of language (Levinson, 1983:9).

The message conveyed by the writer through his work can contain additional meaning. Additional meaning can be revealed through Grice's theory of implicature, which consists of Cooperative Principle and its maxims. They are maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner.

This research is reasonable to carry out in order to find whether the ideas are clear and relevant to the subject matter fold, so that the writer will not lead the readers to misunderstand the conversations, for this comic is full of jokes that are intended to entertain and give better point of view to the readers after having busy days. It is due to the fact that additional meanings conveyed by the writer would be very important to convey what he may mean and suggest.

Jim Davis' comic *Garfield Takes His Licks* uses sentences that contain implicature to make the message natural and efficient. Because of that, the writer is interested in analyzing the kinds of implicature and the violation of the maxims in Jim Davis' comic *Garfield Takes His Licks*.

## **1.2 The Statement of the Problem**

In line with the topic of the study, the researcher finds two problems to discuss. They as follows:

1. What kinds of implicature are found in Jim Davis' comic *Garfield Takes His Licks*?
2. What maxims of conversation are violated in the comic?

### 1.3 The Objective of the Study

1. To describe the kinds of implicature that are found in Jim Davis' comic *Garfield Takes His Licks*;
2. To describe the maxims which are violated in the comic.

### 1.4 The Source of Data

In analyzing implicature, the writer takes conversational implicature and conventional implicature as the object of the discussion, and the conversations in Jim Davis' comic *Garfield Takes His Licks* as the source of data in this research. Here are some reasons why the writer chooses this comic as the source of data. Firstly, there are many data of implicature in Jim Davis' comic *Garfield Takes His Licks* needed in this research. Beside that, Jim Davis is a famous writer at this time. He has written many comics and his comics are published in many countries. The comic *Garfield Takes His Licks* is one of the favorite comics at this time.