

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

People cannot live individually but socially. As human beings, they interact to their environment through language. They transmit their information and ideas through communication by using language. Because of that, language has important role in social life, by using language people can communicate with others and transmit their information and ideas to others.

However, people sometimes manipulate their utterance to make the conversation sound natural and efficient. Their utterance has deeper meaning than what they say or it has some explicit accounts. Levinson says in *pragmatics* "mean more than what is actually 'said' ". It can be seen when the speaker says some utterances, the listener has to get the speaker's meaning without the speaker gives long explanation, so there is cooperation between the speaker and the listener to get good communication. Besides making the conversation more natural and efficient, the speaker always omits some parts of the utterance and only states the conversation implicitly, that is called conversational implicature. The other hand, sometimes people use an expression or lexical item to convey their aim, that is called conventional implicature.

The conversational implicature and conventional implicature are the kinds of implicature. The speakers use both of conversational implicature and conventional implicature in their conversation. Besides making the

communication cooperative, the speaker adheres some maxims to get an efficient and effective utterance. The maxims are maxim of quality, maxim as quantity, maxim of relevant and maxim of manner.

Arthur Miller's *Death of a Salesman* has long conversation that use implicature to make the conversation natural and efficient. The characters in Arthur Miller's *Death of a Salesman* are Willy Loman, Linda, Biff, Bernard, The woman, Charley, Uncle Ben, and Howard Wagner.

In order to get efficient and natural utterances the characters usually violate to those maxims. The writer is interested to analyse the kinds of implicature, the violation of the maxims, and the purpose of the use of implicature in Arthur Miller's *Death of a Salesman*.

1.2 The Statement of the Problem

This study deals with the problems as follows :

1. What kinds of implicature is in Arthur Miller's *Death of Salesman* ?
2. What maxims of conversation are violated in the conversational used in Arthur Miller's *Death of Salesman* ?
3. What is the purpose of the use of implicature in Arthur Miller's *Death of Salesman* ?

1.3 The Objective of the Study

1. To describe the kind of implicature in Arthur Miller's *Death of Salesman*.
2. To describe the maxims that are violated in the conversation used in Arthur Miller's *Death of Salesman*.
3. To describe the purpose of the use of implicature in Arthur Miller's *Death of a Salesman*.

1.4 The Limitation of the Problem

The researcher uses pragmatics as the source and large information, some specific aspects from pragmatics are: implicature, speech act, conversational implicature, conventional implicature and co-operative principle. The study only focuses on pragmatics, that is on conversational implicature.

1.5 The Benefit of the Research

The research is expected to be beneficial to :

a. Students

After studying of reading this thesis they will know that there is conversational implicature and conventional implicature in the conversation. Further, they can understand deeper about implicature both conversational implicature and conventional implicature.

b. Other Researchers

This thesis can help other researchers in making the research of similar topics. Accordingly they can use this thesis as one of some sources that can make them become easier in making their research.

1.6 Source of The Data

In analyzing implicature the writer takes conversational implicature and conventional implicature as the object of the discussion, and the conversations in Arthur Miller's *Death of Salesman* as the source of data in this research. Here the writer has some reasons in choosing source of data. Firstly, there are many data of implicature in Arthur Miller's *Death of Salesman* that is needed in this research. Secondly, Arthur Miller's *Death of Salesman* had published worldwide.

1.7 The Organization of the Research

The organization of the research is as follows :

- Chapter I : INTRODUCTION, Consist of Background, Problem Statement, ,
Research Object, Research limitation, Research Benefit, Source of
Data, and Research Organization.
- Chapter II : UNDERLYING THEORIES, Consist of Pragmatics, Implicature,
Conventional Implicature, Conversational Implicature, Cooperative
Principle, Speech Act.
- Chapter III : RESEARCH METHODOLOGY, Consist of Type of Research,
Technique of Collecting Data and Technique of Analyzing Data
- Chapter IV : ANALYSIS, Consist of Analysis of Data
- Chapter V : CONCLUSION