

CHAPTER I

INTRODUCTION

1.1 Background of The Study

A child learns to be human through communication, as it is clearly put by Ashly Montagu (1967) in *Communication evolution and Education*, "The most important agency through which the child learn to be human is communication, verbal, also non-verbal". In his or her course of life man always need this to establish the relation with other. In addition communication help him or her to maintain their life; he or she uses language to formulate his intention, expresses his feeling and create cooperation with other people. Man interacts naturally with other people in his environment and society. To achieve communication, he needs tool of communication. Man avoids the frustrating loneliness of isolation and finds away of satisfying his needs and wants. That is why communication is categorized as one kind of social process.

In this context, communication can be defined as the art of transmitting information, ideas and attitude from one person to another. Besides, communication is also defined by Lawsell as "Who says what in which channel to whom with what effect" (Effendy, 1986). Based on the statement above it can be seen that communication takes place with the use of medium.

There are two kind of communication, they are direct and indirect communication. The first one can be attained by face to face talk. The second happens when the face to face talk cannot be fulfilled. In this case, it needs media to transmit the message, and one of them is electronics medium.

To study further about additional meaning. It is necessary to conduct a research based on Grice' s Theory of Implicature. Implicature is process of interpretation based of the situation or context, of which one can interpret what speakers implies, suggest or means in a different way from what the literally says. The concept of implicature is developed by Grice. His concept is actually a theory about people use language.. In implicature, Grice state there are four basic maxims that specify the participants have to do in order to converse the maximally efficient, rational, cooperative way where should speak sincerely, relevantly, orderly, informatively and clearly, while providing sufficient information (Grice, 1975:100-102). There are four basic maxims of conversation, namely: maxim quality, quantity, relevant, manner.

Radio is one of the most important means of communication. People in all part of the world can speak to each other across great distances by radio. Radio broadcasting is important means of providing entertainment, news and education. Radio enables millions of people to listen to exactly the same program at the same time. Radio is also as one of the audio media for practicing English. There are many programs in the radio that involve English as a communication language. One of the program is "Sunday Brunch" that is broadcaster in SAS FM Radio Station – Solo. It is a weekly program with

native speakers as broadcasters, they are from Philippine, Australia, French, USA, England, etc. This program is broadcasted every Sunday at 10.00 a.m. – 16.00 p.m. This is interactive program, the caller can request the song, say hello to their friends and families and give opinion in some topics.

This research is reasonable to carry out because the analysis would find out whether this conversation between interlocutors involved in “Sunday Brunch” program in SAS FM radio station Solo are informative, clear and relevant to their listener or not, so that they will lead the listener to understand them.

1.2 Statement of The Problems

Based on the research background above, the research propose the main problems as follows.

1. How are the maxims in the conversation applied in “Sunday Brunch” program?
2. What are the obstacles found in applying the maxims in the conversation of “Sunday Brunch” program?

1.3 Objectives of The Research

In line with the problem statement, the objectives of research are :

1. To describe how are the maxims in the conversation applied in “Sunday Brunch” program.
2. To describe the obstacles found in applying the maxims in the conversation of “Sunday Brunch” program

1.4 Limitation of The Problem

In this study, the researcher uses pragmatic as the approach in the analysis. There are some aspects of pragmatics, such as: deixis, conversational implicature, speech act, presupposition and conversational structure. The study will just focus on one aspect of pragmatics, there is covering four maxims of Grice.

1.5 Benefit of The Research

The research is expected to be beneficial to:

1. Students

Having read the result of the study, they will understand more about the maxims in the conversation.

2. Other Researchers

The result of the study is hoped to be stimulant that will lead them to conduct more comprehensive research in such topics.

1.6 Scope of The Study

This study is on the conversation of “Sunday Brunch” program. It was the utterances or the language that is used by the caller when they introducing, request the song and gave opinions. Further, this study is specified on the caller’s language used in “Sunday Brunch” program on SAS FM radio station – Solo, during April – September 2003.

The language used by the caller is analyzed on the adhering to Grice's Cooperative Principle, consisting of four maxims. Those are maxim quantity, maxim of quality, maxim of relevance and maxim of manner.

1.7 Source of The Data

In a research, source of data is the subject from which the data are obtained (Arikunto, 1987:162). One of the data sources, following the previous, is the printed media or electronic media.

The source of the data of this research is conversation of the caller in "Sunday Brunch" program on SAS FM Radio Station, during April – September 2003. There some reasons why the researcher choose "Sunday Brunch" program in SAS FM as the source data, that are, SAS FM has an English Program which has longer duration than another radio station, in this conversation the callers spoke directly, so that, there are many principle violations occurred. So that, it is appropriate to be analyzed based on the pragmatic approach.

1.8 Organization of The Research

The organization of this thesis is as follows:

- CHAPTER I : INTRODUCTION, consist of Research Background, Problem Statement, Research Limitation, Research Objectives, Research Benefit, Scope of the Study, Source of Data and Research Organization.
- CHAPTER II : LITERATURE REVIEW consist of Pragmatics, Context, Speech Act, Deixis, Conversational Implicature, Cooperative Principle, , Conversational Structure.
- 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