

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Almost in every activity, we use language. As we know, language works through spoken and written, in which the spoken grows and develops first and is followed by written language. As human being we interact or socialize with our environment through spoken language. Yule (1986: 1) in *The Study of Language: An Introduction* states the interaction function has relation with how humans use language and interact with each other, socially or emotionally: how they indicate friendliness, cooperation, or hostility, or annoyance, pain or pleasure. That is why through language we will be able to send our messages, feelings, wishes, and desires to the others. Or we can say that people communicate with others as the process of socialization.

People, however, want to communicate efficiently. Speaking or communicating will happen if there are at least two persons involved. One is the speaker and the other is the listener, in which the speaker, in the following turn, will be the listener and vice versa. According to Grice (1967) (in Clark and Clark, 1977:122), to have efficient communication, people adhere to the cooperative principles consisting of four maxims, namely maxim of quality, maxim of quantity, maxim of relation or relevance and maxim of manner. The statement means that communication must be made as accurate and efficient as possible in which the speaker and the listener adhere to cooperative principles. In this case,

the speaker tries to tell his ideas informatively, truthfully, relevantly and clearly, and the listener interprets to what the speaker has said, on the assumption that they are trying to live up to these ideas. So the communication can take place well, because there is a cooperation between the participants.

In order to have efficient communication, vendors' language must also adhere to those maxims. The researcher, therefore, wants to analyze whether they do such things or not. It means through out their expression such as *Aqua, aqua, aqua. Ya yang minum, minum aqua. Dingin, dingin, aqua dingin, minum, minum* (Aqua, aqua, aqua. Who wants to drink, drink aqua. Cool, cool, cool aqua, drink, drink), the vendors adhere to the Cooperative Principle or not. So she is interested to analyze them whether or not the utterances or the vendors' language adheres to the maxims of cooperative principle, those are maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner, when they communicate with others.

1.2 Statement of the Problem

The problem of the research is to answer whether or not the vendors' language adheres to the cooperative principles. To be more specific, the problem is to answer the following questions:

1. Does the vendors' language adhere to the maxim of the quality?
2. Does the vendors' language adhere to the maxim of quantity?
3. Does the vendors' language adhere to the maxim of relation?
4. Does the vendors' language adhere to the maxim of manner?

1.3 The Objectives of the Study

The objective of the study is as follows:

1. To analyze whether or not the language spoken by the vendors adheres to the maxim of quality.
2. To analyze whether or not the language spoken by the vendors adheres to the maxim of quantity.
3. To analyze whether or not the language spoken by the vendors adheres to the maxim of relation.
4. To analyze whether or not the language spoken by the vendors adheres to the maxim of manner.

1.4 Significance of the Study

This study is significant since it can be the reference for other researchers that have the same object, about the vendors' language. To be specific, this thesis is significant for the researcher analyzing the vendors' language that is related to the cooperative principles.

1.5 Scope of the Studies

This study is on the vendors' language. It was the utterances or the language that is used by the vendors when they are offering and introducing the goods to the customer, in this case the passenger. Further, this study is specified on the vendors' language used in a given place, namely all Madiun - Surabaya

economic class trains. The economic class trains are Sri Tanjung, Purbaya, and Logawa, and the data were taken on June to July 2001.

The language used by the vendors is analyzed on the adhering to Grice's cooperative principles, consisting of four maxims. Those are maxim of quantity, maxim of quality, maxim of relevant, and the last is maxim of manner.