

CHAPTER IV

CONCLUSION

We go to other town by bus or train, because we can enjoy our trip and make new relationship with other people we have never seen before. Besides that, we also see vendors, who sell and offer many goods. They are usually found in the economic class. The vendors of course use language as the medium of their language communication. In this case, the vendors offer their goods; and the researcher analyzes their language based on Grice's theories namely *Cooperative Principles* that consist of four maxims, Maxim of Quantity, Maxim of Quality, Maxim of Relevant and Maxim of Manner. The researcher analyzes whether or not the language spoken by the vendors adheres to the maxims.

Cooperative Principles are ones used to interpret sentence in the belief that speaker tells the truth, tells all they need to know and no more, says things that are relevant, and uses sentences clearly and unambiguously. The maxim of quantity relates to the quantity of information must be as informative as it is required. The maxim of quality is the maxim states that speaker's contribution is true or based on the facts. The maxim of relevance that speaker's contribution is relevant or there is the relationship between the topic and the response. The last maxim of cooperative principle is maxim of manner. It is talking about the way how we inform to the listener about something, so the information can be understood easily, to reach this aim we must avoid the obscurity, ambiguity, wordiness and disorderliness. So the Cooperative principles here are concerned

with the way those ideas and sentences are expressed, understood and then responded well.

The vendors' language is collected from Madiun-to-Surabaya-economic-class trains. Especially they are taken on June to July 2001, by recording, making same notes, and observing to the field. Next they are classified, according to the Cooperative Principle. As the final steps, the data are analyzed further.

The data are a hundred and twelve utterances. They have been classified into two classes, namely adhere and not adhere to the Cooperative Principles. As a result, the researcher has 91.07 % or a hundred and two data adhering to the cooperative principles and 8.93 % or ten data not. Furthermore, 91.07 % data are classified into 24.11% data or twenty-seven data adhering to the maxim of quantity. In this class, the utterances are analyzed from the word construction. The utterances inform the information informatively through mentioning the price, compositions, or size of the goods. Meanwhile the data, which adhere to the maxim of quality, are 29.46% or thirty-three data. The adherence shows through mentioning the goods' characteristics, such as taste, colour, condition, and many others. However they are telling the truth about the goods' conditions. This is the highest maxim used. While the data adhering to the maxim of relevant are 10.71% or twelve data. Those are classified into this maxim because the vendors mention the reason why the vendors sell those goods. This makes the listeners consider their decisions, that is, need to buy the goods or not. The last maxim, maxim of manner, has 23 data or 26.79 % from 112 data. To analyze this maxim the researcher uses two classifications, that is, attitude and language. In attitude, we

will see how the habits of the vendors are when they are offering the goods to the listeners. While in language, the researcher analyzes the language style, when they promote and offer their goods to the customers. The vendors use the combined maxim too. There are seven data that are grouped as combined maxim.

There are also some data are not adhere the Cooperative Principles. In this case, the vendors do not use any supporting actions, words, or something else to make the information more informative, tells truthful, or they has no any words, which show the reason and the relation between words in their utterances. They just say what they want to say and do not care about the listeners' understanding. This does not matter because the listeners have understood the utterances from the previous vendors who have offered the same goods.

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