

CHAPTER I

INTRODUCTION

1.1 Background of The Research

The world's first use was in the middle of the 19th century to define in the midst of a newer approach to the study of language that was then developing and the more traditional approach of philology. Linguistics itself conducted formal studies, such as studies of speech, sound, gestures, and grammatical structures. Without realizing it, linguistics has become an important part and role in human society as a medium of communication.

Pragmatic is one of the kind in Linguistic study which study and learn about the meaning and the purpose of an utterances. Pragmatic study is more well known in this recent era, even though in around two decades before this kind of study does not really popular or not really mentioned by the linguists. Now the future has changed, linguists are more competent and realise that the effort of revealing the reality of a language can't get the promising results without based on the real understanding of pragmatism. (Leech, 1993) also revealed that pragmatic is a study of meaning which bound to the certain context or situations. (Levinson, 1983) also stated that pragmatic defined as a study about relation of between language and contexts which based the definition of a language, here language “the understanding” referred to the fact that to understand the utterances of languages we also need the knowledge of a context outside the meaning word and relation with the use of the context. As one the subfields of linguistics mentioned above, this research we will discuss and focus more on pragmatic. Per Levinson explanation, pragmatics is the study of the relation between language and its context appropriately (Levinson S. C., 1983). To some extent, it is more concerned on how the speaker's saying is not same with the addressee meaning (Rahayu, 2016).

One famous example sentence about pragmatics which is “ *When a diplomat says yes, he means ‘perhaps’; when he says perhaps; he means ‘no’; when he says no, he is not a diplomat*” quoted by Voltaire (Department of Philosophy, 2021). Based on the previous utterance we know that there might be other interpretations in an utterance. Following up to that, Black also mentioned in his study that the main aspect of pragmatic is an utterance, by which we will mean specific context and event, the intentional acts of the speaker, its time and

places specially including languages (Grice H. P., 1989) Thus, pragmatics depends on what context it is dealing with.

Pragmatic is an important element in communication and is considered an instrument of interaction to understand what people meant and how to interact with each other. According to Grice, if a subject S sees O , then O causes S to have a visual experience, the object must be responsible for your visual experience (Grice, 1961).

H. P. Grice developed a mode of interaction for successful communication called the Cooperative Principle. Cooperative principles are the suggestive principles that should be followed by the speakers to achieve a successful communication. There are rules to know whether the speaker can be cooperative or not while it contributes the information within conversation which we know as maxim. There are some violations towards the maxim that come from the speakers and hearers whether it is intentionally or not.

We can also find violation of maxim in comedy and utterances of jokes, so does flouting maxim . Flouting of maxim happen when someone intentionally disobey the maxims principle in the hope that the listener will get the hidden meaning that is conveyed implicitly through the speaker utterances (Jorfi & Dowlatabadi, 2015).

These days, there are many entertainment media to deliver comedy, such as in a Stand-up comedy form. Stand-up comedy has become the most popular media to provide comedy and humour through the internet and television. The definition of stand-up comedy itself is a person who has to tell a funny story or a joke in front of audiences while standing up, that is why it is called “Stand-up Comedy”. It is usually held during a night dinner or a cafe, small bar or just food court event. This makes stand-up comedy more easy to reach yet dynamic and effective because we don't need a large stage or a massive event to start a show. When someone has made the communication by using the humor inside, at the moment we do not realize that we are laughing at the jokes. We usually laugh after hearing a joke in a statement, opinion, or comment about something. What is about to discussed in this research is how the audience suppose to know and understand what is the humor implied in every utterance and how the speakers could make the audience understand what are they trying to deliver, cause in every occasion the speakers are intended to fail cooperative principle and in this research we will also know that as a speakers , comedian has somekind of formula and step when it performed so the audience will laugh.

There are some differences between a comedian and a stand-up comedian, which then will be called comics. Comedian is someone who performs comical materials but not necessarily a comic who performs in stand-up comedy shows. The comics usually entertain people by telling a story, they will keep saying something funny or a joke while they have to stand up alone without any partner or a company to work with. Among the greatest and biggest names, there is Kevin Hart. Kevin Hart has become a pioneer in Stand Up Comedy especially in the U. S.

Kevin Hart is one of the biggest and the most famous stand-up comics in the United States. Kevin Hart is well known for his funny stand-up comics that is why he got so famous, his jokes made people and audience laugh, he tells funny stories in his unique way. He started as a stand-up comic from the bottom, until now he only performs on a big stage. We rarely see him on a café bar or small stage. The conclusion is his name is as big as his stage. We can also see him in movies and big movies, he played some popular movies such as *Jumanji: Welcome To The Jungle*, *Jumanji: The Next Level*, and *Upside Down*. These big movies are known by many people and cast by a great producer and famous actor and actress.

Kevin Hart usually tells a joke indirectly, has many implied meanings, criticizes the government or other parties, so the audience has to think of the intended meaning from Kevin's utterance. Kevin Hart performs in many stand-up comedy platform offline and online, Netflix is a Joke is one of the biggest stand up comedy channel. Netflix is a Joke Stand Up is an American stand-up comedy that airs on United States. It already has 2.6 million more subscribers in their YouTube channel, and produces many videos per week.

This research is studying flouted maxim and trying to find out the flouting maxim contained in humour that is used by Kevin Hart. The research is focused more on flouted maxim used by Kevin Hart, regarding how he usually presents interesting conversation between people in his monolog show and it is delivered in a funny way. The study will refer to the data contained on *Netflix is A Joke* YouTube channel. It channel is considered suitable as a source of data to be researched in this study because it continuously presents stand-up comedy videos from well-known American comics including Kevin Harts.

This topic of research is chosen by the researcher is because the researcher is interested on stand up comedy itself. Stand up comedy has grown so big and fast in entertain industry, the researcher found it unique and think that stand up comedy is a something new for entertainment industry. The researcher commonly watched stand up comedy and found that how

unique each comic deliberate their jokes to audience. One of their unique way is by floating the maxim.

Kevin Hart is chose to be researched here because the researcher think that Kevin Hart is already has big name and everyone already known about him. The researcher also found in the way of Kevin Hart delevered his jokes, most of the time Kevin use conversational implicature. So the researcher decided that Kevin Hart is the right and suitable for this research as an object.

1.2 Research Questions

Based on the background of the problem above, the researcher wants to highlight some problems which are already stated in this question below.

1. What flouting maxim are found in Kevin Hart performance at *Netflix is a Joke* Youtube Channel ?
2. What are maxim flouting strategies used by Kevin Hart at *Netflix is a Joke* Youtube Channel ?

1.3 Purpose of the Research

Based on the research question above, the purposes of this research are listed below.

1. To find out and describe flouting maxim that are found in Kevin Hart's performance at *Netflix is a Joke*.
2. To find out maxim flouting strategies used by Kevin Hart in his performance at *Netflix is a Joke*.

1.4 Limitation of the Research

This research is focusing on floating maxim and the strategies used by Kevin Hart in *Netflix is a Joke* Youtube channel. Based on the purpose of the research, the researcher will use flouting maxim according to Joan Cutting and also what are the strategies used by Kevin Hart's humour.

1.5 Significance of the Research

The significance of this research is how to understand the use of flouted maxim more advanced especially in stand-up comedy shows. We know comics do not always use direct communication but also do the violation towards maxim to create humor. This research also finds out the flouting of maxim which can create comic effect meanwhile they delivered the humour. This is why we need to understand floating maxim and the use of flouting maxim strategies, because there were comics that implied some critics, thoughts, opinions, rejections or any kind of expression to government, entrepreneur, and other particular parties.