

CHAPTER I

INTRODUCTION

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1.1 Background of the Study

Men are social beings. Therefore, they need to communicate to each other. 'Communication is a process whereby we create, negotiate, and interpret personal meanings' (Riley, 1985:1). There are many kinds of communication happening in the society. One of them that will be discussed in this study is bargaining.

The writer chooses bargaining because she is interested in it. She observes that although nowadays there are so many shops, department stores, and supermarkets which offer things with fixed prices, there are still many shops in which people have to bargain first before buying things. This fact shows that people still like to do bargaining.

What is bargaining? According to Rutherford (1992:32) bargaining is 'negotiation between parties with opposing interests with the hope of an agreement which takes the form of a compromise or a victory for one of the parties'. There are at least two persons in this context - the buyer and the seller. They discuss the price of a thing so they can reach an agreement. By bargaining the buyer wants to get things with lower prices (cheaper than the given prices). As to the seller, bargaining is a way to attract buyers and also to get big profits. In other words, the communication that happens in a bargaining situation is that the buyer tries to persuade the seller to sell the goods as cheap as possible while the seller tries to maintain the prices in order to get as big profit as possible.

Dixit and Nalebuff (1993: 642) illustrate bargaining as a process where two players decide how to split a pie. Each wants a larger share and both prefer to achieve agreement sooner than later. When the two take turns making offers, the principle of looking ahead and reasoning back determines the balance of the shares. Agreement is

reached at once, but the cost of delay governs the shares. The player who is more patient to reach agreement gets a bigger share while the more impatient one gets a smaller share.

Bargaining process usually takes time before a seller and a buyer reach an agreement because they have to be patient in order to get a bigger share. It seldom happens that a buyer bargains and then the seller directly agrees. This situation makes the writer wonder why it takes such time for a buyer and a seller to reach an agreement and whether the language they use has something to do with it.

Therefore, in this study the writer analyzes the conversations in bargaining situations using Grice's maxims. Grice (in Renkema, 1993:9) states that a speaker and a listener should cooperate so that communication is understandable and successful. He then formulated four rules concerning this, known as maxims. The four maxims are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. So, by doing this study the writer wants to know whether bargaining uses Grice's maxims in its exchange of communication in order to achieve understandable and successful communication, that is in order to achieve an agreement between the buyer and the seller.

1.2 Statement of the Problem

In line with the background, the question raised in this study is formulated as follows:

Do participants in a bargaining situation adhere to Grice's maxims?

1.3 Objective of the Study

In line with the problem stated above, the objective of this study is:
To find out whether participants in a bargaining situation adhere to Grice's maxims.

1.4 Significance of the Study

By doing this study the writer hopes that the result of this study could give contribution to the study of discourse analysis, especially in real communicative situation. In addition, she hopes that the result of this study could also give input to the teaching-learning of discourse.

1.5 Theoretical Framework

The theory that underlies this study is the theory of Grice's cooperative principle with its four maxims - maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

A speaker can only get the meaning of what he has said if his listener cooperates. So, an understandable and successful communication can only be reached if the participants cooperate. Therefore, Grice (in Renkema, 1993:9-10) formulated the cooperative principle which contains four rules known as maxims. The four maxims are maxim of quantity, quality, relevance, and manner. Grice also presents supermaxims in two maxims (maxim of quality and maxim of manner).

The first maxim is maxim of quantity. It means that a speaker must make his contribution as informative as is required and not to make it more informative than is required. The second rule is maxim of quality which has a supermaxim that a speaker must try to make his contribution one that is true. He must not say what he believes to be false and that for which he lacks sufficient evidence. Maxim of relevance is the third maxim. It states that a speaker must be relevant in making his conversational contribution. And the last maxim is maxim of manner. Like maxim of quality, it also has a supermaxim which says that a speaker must be perspicuous. In order to be perspicuous, a speaker must avoid obscured and ambiguous expressions. He also has to make his contribution briefly and orderly.

The maxims can be used to show how the participants of a conversation de-

rive implicature. The cooperative principle and its four maxims give a clear description of how listeners can derive information from an utterance although that information is not mentioned directly.

However, Grice himself has some comments concerning these maxims. First, he states that they are only valid for informative language use in which interlocutors are engaged in a genuine transaction of meanings. They are not valid for interactional purposes. Second, there are still other possible maxims. Third, additional information does not necessarily mean that it is the maxim of quantity that is being violated for it is also a violation of the efficiency principle (it is also a waste of time and energy). Forth, some maxims are not clear, for example, how to decide which information is needed (in maxim of quantity).

Despite those drawbacks, Grice's cooperative principle and its four maxims can be useful for viewing a piece of communication as a *framework*.

1.6 Limitation of the Study

In doing this study the writer limits her study in the following ways:

1. The writer only takes transactional conversations, in this case the conversations concerning the bargains themselves, for Grice says that the maxims are only valid for language use that is meant to be informative (Renkema, 1993:11). Therefore, the writer does not take interactional conversations such as greetings, small talk, etc.
2. The writer takes the conversations at Atom Shopping Centre. She chooses that place because in that place there are many shops in which people have to bargain first before buying things. Moreover, the writer goes to that place regularly for shopping. So, it is easier for her to take the samples needed for her study.
3. In doing her study the writer only uses ten conversations. She chooses the conversations which are the clearest among the conversations taken.

1.7 Definition of Key Terms

Some key terms which are used in this study are:

1. Conversation is casual, informal talk between two or more people (Zimmerman, 1992:306).
2. To bargain means to arrive at an agreement on the price of goods to be sold (Rosenberg, 1978:43).

Bargaining is the noun of the word 'to bargain'. It is negotiation between parties with opposing interests with the hope of an agreement which takes the form of a compromise or a victory for one of the parties. It has been a major activity of markets as a means of recording the opposing interests of buyers for low prices and of sellers for high prices (Rutherford, 1992:32).

3. Maxim is a set of norms which language users adhere to, in order to uphold the effectiveness and efficiency of communication (Hatim and Mason, 1990:242).
4. Grice's maxims are the four maxims - maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner - formulated by Grice (in Renkema, 1993).

1.8 Organization of Thesis

This thesis consists of five chapters. The first chapter is the introduction. It deals with the background of the study, statement of the problem, objective of the study, significance of the study, theoretical framework, limitation of the study, and definition of key terms. Chapter II presents the review of related literature, that is the review of related studies and theories that underlie the study. Chapter III concerns the methodology of the study. Chapter IV contains the data analysis and interpretation of the findings. And the last chapter, Chapter V, is the conclusion and suggestions.