

**FLOUTING OF MAXIM AS A REPRESENTATION OF INDONESIAN
SOCIAL ISSUES IN *SI NOPAL* ANIMATED SERIES**

THESIS

*Submitted as Partial Fulfillment of the Requirement to Obtain
Strata One (S1) Degree in English Literature*



REVA FEBRIKA ARVI

NIM. 17019104

Advisor:

Prof. Dr. M. Zaim, M.Hum.

NIP. 196103211986021001

**ENGLISH LANGUAGE AND LITERATURE DEPARTMENT
FACULTY OF LANGUAGES AND ARTS
UNIVERSITAS NEGERI PADANG**

2024

HALAMAN PERSETUJUAN SKRIPSI

Judul : Flouting of Maxim as a Representation of
Indonesian Social Issues in *Si Nopal* Animated
Series

Nama : Reva Febrika Arvi

NIM : 17019104

Program Studi : Sastra Inggris

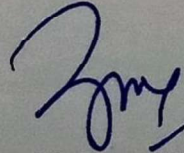
Departemen : Bahasa dan Sastra Inggris

Fakultas : Bahasa dan Seni

Padang, Agustus 2024

Disetujui oleh,

Pembimbing

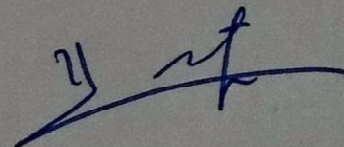


Prof. Dr. M. Zaim, M.Hum.

NIP. 196103211986021001

Mengetahui,

Kepala Departemen Bahasa dan Sastra Inggris,



Dr. Yuli Tiarina, S.Pd., M.Pd.

NIP. 197707202002122002

HALAMAN PENGESAHAN LULUS UJIAN SKRIPSI

Dinyatakan lulus setelah dipertahankan di depan Tim Penguji Skripsi
Program Studi Sastra Inggris Jurusan Bahasa dan Sastra Inggris Fakultas
Bahasa dan Seni Universitas Negeri Padang

Dengan judul

“FLOUTING OF MAXIM AS A REPRESENTATION OF
INDONESIAN SOCIAL ISSUES IN SI NOPAL ANIMATED SERIES”

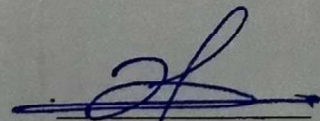
Nama : Reva Febrika Arvi
NIM : 17019104
Program Studi : Sastra Inggris
Departemen : Bahasa dan Sastra Inggris
Fakultas : Bahasa dan Seni

Padang, Agustus 2024

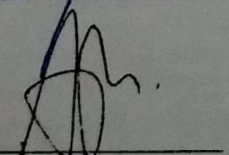
Tim Penguji

Tanda Tangan

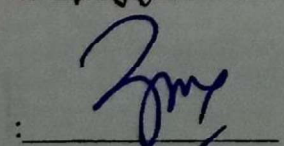
1. Ketua : Dr. Havid Ardi, S.Pd., M.Hum



2. Sekretaris : Dr. M. Affandi Arianto S.Pd.,M.Pd. :



3. Anggota : Prof. Dr. M. Zaim, M.Hum.





KEMENTERIAN PENDIDIKAN KEBUDAYAAN
RISET DAN TEKNOLOGI
UNIVERSITAS NEGERI PADANG
FAKULTAS BAHASA DAN SENI
DEPARTEMEN BAHASA DAN SAstra INGGRIS
Jl. Prof. Dr. Hamka Air Tawar, Padang 25131 Tlp. (0751) 447347
Web: <http://english.unp.ac.id>



SURAT PERNYATAAN TIDAK PLAGIAT

Saya yang bertanda tangan di bawah ini:

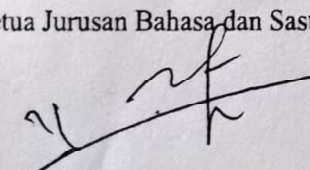
Nama : Reva Febrika Arvi
NIM / TM : 17019104 / 2017
Program Studi : Sastra Inggris (NK)
Jurusan : Bahasa dan Sastra Inggris
Fakultas : Bahasa dan Seni

Dengan ini menyatakan, bahwa Tugas Akhir saya dengan judul "*Flouting of Maxim as A Representation of Indonesian Social Issues in Si Nopal Animated Series*" adalah benar merupakan hasil karya saya dan bukan merupakan plagiat dari karya orang lain. Apabila suatu saat terbukti saya melakukan plagiat maka saya bersedia diproses dan menerima sanksi akademis maupun hukum sesuai dengan ketentuan yang berlaku, baik di institusi Universitas Negeri Padang maupun masyarakat dan negara.

Demikianlah pernyataan ini saya buat dengan penuh kesadaran dan rasa tanggung jawab sebagai anggota masyarakat ilmiah.

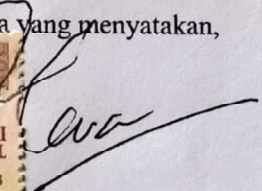
Diketahui oleh,

Ketua Jurusan Bahasa dan Sastra Inggris


Dr. Yuli Tiarina, S.Pd., M.Pd.
NIP. 197707202002122002



Saya yang menyatakan,


Reva Febrika Arvi
NIM. 17019104

ABSTRACT

Reva Febrika Arvi. 2024. “Flouting of Maxim as a Representation of Indonesian Social Issues in Si Nopal Animated Series”. Thesis. English Language and Literature Department. Faculty of Languages and Arts. Padang State University.

Speakers are supposed to follow cooperative principles during the communication process in order to deliver messages effectively. Nevertheless, many speakers disregard it for some reasons. Flouting of maxim is one of the situations in which speakers fail to observe the maxim in order to generate an implicature. This research aimed to analyze the types and the strategies of flouting of maxim and its representations to Indonesian Social Issues in *Si Nopal Animated Series*. This research used descriptive method. As the descriptive research, the research was conducted to explain and describe how the characters flout the Grice’s maxims. The data of this research were the utterances of the characters in *Si Nopal Animated Series* that flout the maxim of cooperative principles. It is found that there were total of 50 utterances that flout the maxim of cooperative principles that were analyzed. The result shows that the type of maxim of quantity with providing too much information strategy was the most common type of flouting of maxim found in the data. Moreover, this research also found that there are some Indonesian social issues represented through flouting of maxim in *Si Nopal Animated Series*, which mockery and capitalism are two issues that occurred more frequent in comparison to other issues. This research implicated that the characters in *Si Nopal Animated Series* flout the maxim and represent issues by flouting maxim in order to respond utterances.

Key words: flouting of maxim, the strategies, Indonesian issues, Si Nopal animated series

ABSTRAK

Reva Febrika Arvi. 2024. "Flouting of Maxim as a Representation of Indonesian Social Issues in Si Nopal Animated Series". Skripsi. Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.

Penutur diharapkan mengikuti prinsip-prinsip kooperatif selama proses komunikasi untuk menyampaikan pesan secara efektif. Meskipun demikian, banyak penutur mengabaikannya karena beberapa alasan. Pelanggaran maksim adalah salah satu situasi di mana penutur gagal mematuhi maksim untuk menghasilkan implikatur. Penelitian ini bertujuan untuk menganalisis jenis dan strategi pelanggaran maksim dan representasinya terhadap *Isu Sosial Indonesia* dalam *Serial Animasi Si Nopal*. Penelitian ini menggunakan metode deskriptif. Sebagai penelitian deskriptif, penelitian ini dilakukan untuk menjelaskan dan menggambarkan bagaimana karakter melanggar maksim Grice. Data penelitian ini adalah ucapan-ucapan karakter dalam *Serial Animasi Si Nopal* yang melanggar maksim prinsip kooperatif. Ditemukan bahwa ada total 50 ucapan yang melanggar maksim prinsip kooperatif yang dianalisis. Hasil penelitian menunjukkan bahwa jenis maksim kuantitas dengan strategi memberikan terlalu banyak informasi adalah jenis pelanggaran maksim yang paling umum ditemukan dalam data. Selain itu, penelitian ini juga menemukan bahwa terdapat beberapa isu sosial Indonesia yang direpresentasikan melalui pelanggaran maksim dalam *Serial Animasi Si Nopal*, di mana ejekan dan kapitalisme merupakan dua isu yang paling sering muncul dibandingkan dengan isu lainnya. Penelitian ini mengimplikasikan bahwa tokoh-tokoh dalam *Serial Animasi Si Nopal* melanggar maksim dan merepresentasikan isu dengan melanggar maksim dalam rangka menanggapi tuturan.

Kata Kunci: pelanggaran maksim, strategi, isu Indonesia, Serial Animasi Si Nopal

ACKNOWLEDGEMENTS

Alhamdulillahirobbil ‘alamin, praise and gratitude to Allah SWT for the blessings, health, grace and opportunity so that the author can complete the thesis entitled “Flouting of Maxim as a Representation of Indonesian Social Issues in Si Nopal Animated Series” as one of the requirements to obtain a bachelor's degree (S1) in the Department of English Language and Literature, Faculty of Languages and Arts, Padang State University.

In the preparation of this thesis, the author would not have been able to complete it without the support, prayers, suggestions, and guidance of several people. Therefore, the author would like to express sincere appreciation to:

1. Prof. Dr. Ermanto, S.Pd., M.Hum., as Dean of Faculty of Languages and Arts.
2. Dr. Yuli Tiarina, S.Pd., M.Pd. as Head of Department of English Language and Literature.
3. Prof. Dr. M. Zaim, M.Hum. as the advisor, who has provided guidance, direction, and encouragement to the author in completing this thesis.
4. Dr. Havid Ardi, S.Pd., M.Hum and Dr. M. Affandi Arianto, S.Pd., M.Pd. as the first and second examiners, who have provided knowledge and input during the preparation of this thesis
5. Devy Kurnia Alamsyah, S.S., M.Hum. as academic supervisor, who has provided guidance to the author during the study period.
6. Anisa Nurjanah, S.S., M.Hum. as the validator, who has validated the author's research data and provided encouragement and motivation so that the author can complete this thesis.
7. The teaching staff who have provided knowledge and skills to the author during the study.
8. The author's mother, Jasneli S.Pd., and author's siblings; Vivi Septiana Qhairas A.Md. Si., Fiqri Aulia Arvi, Fidela Sadina Ulfa, Azka Putra Arvi, who have continuously provided prayers, support and sincere love.

9. The author's beloved friend and partner, Afdal Yusra S.Pd, who has provided encouragement, advice and motivation as well as helped and accompanied the author in completing this thesis.
10. The author's friends, Retno, Ivo, Hafizd, who have helped and encouraged the author.
11. All parties who have helped the author, who can not be mentioned all of them.

The author realizes that this thesis is not perfect enough due to the limitations of the author's abilities and knowledge. Therefore, the author apologizes for any errors and deficiencies in writing this thesis. All supporting suggestion and criticism are openly welcome to improve this thesis. Finally, the author hopes that this thesis can provide benefits to anyone who reads it.

Padang, August 2024

The writer

Reva Febrika Arvi

TABLE OF CONTENTS

ABSTRACT	i
ABSTRAK	ii
ACKNOWLEDGEMENTS.....	iii
LIST OF TABLES.....	vii
LIST OF APPENDICIES.....	viii
CHAPTER 1 INTRODUCTION.....	1
A. Background of Research Problem.....	1
B. Identification of the Research Problem.....	5
C. Limitation of Research Problem.....	6
D. Formulation of Research Problems.....	6
E. Research Questions.....	6
F. Purposes of Research.....	7
G. Significance of Research.....	7
H. Definition of the Key term.....	7
CHAPTER II REVIEW OF RELATED LITERATURE	9
A. Review of Related Theories.....	9
1. Pragmatics.....	9
2. Grice's Cooperative Principles.....	10
3. Theory of Maxim.....	11
4. Flouting of Maxim.....	15
5. Flouting of Maxim Strategies.....	19
6. Indonesian Social Issues.....	27
7. <i>Si Nopal Animated Series</i>	47
B. Review of Relevant Studies.....	48

C. Conceptual Framework	50
CHAPTER III RESEARCH METHOD	52
A. Type of the Research.....	52
B. Data and Source of Data.....	52
C. Instruments of the Research.....	52
D. Techniques of Data Collection.....	56
E. Techniques of Data Analysis	56
CHAPTER IV FINDINGS AND DISCUSSION.....	58
A. Data Analysis.....	58
1. The Types and Strategies of Flouting of Maxim.....	59
2. Indonesian Social Issues Represented in <i>Si Nopal Animated Series</i>	68
B. Findings	82
A. The Types and Strategies of Flouting of Maxim.....	82
B. Indonesian Social Issues Represented in <i>Si Nopal Animated Series</i>	84
C. Discussion.....	86
1. The Types and Strategies in Flouting of Maxim	86
2. Indonesian Social Issues Represented in <i>Si Nopal Animated Series</i>	88
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	90
A. Conclusions.....	90
B. Suggestions	91
REFERENCES	93
APPENDICIES.....	98

LIST OF TABLES

Table 4.1 The Types and The Strategies of Flouting Maxim Found in <i>Si Nopal</i> Animated Series.....	82
Table 4.2 Indonesian Social Issues Represented through Flouting of Maxim in <i>Si Nopal Animated Series</i>	84
Table 4.3 The Relation between Flouting of Maxim with Indonesian Social Issues in <i>Si Nopal Animated Series</i>	85

LIST OF APPENDICIES

APPENDIX 1: Data of Research.....	98
APPENDIX 2: <i>Surat Pernyataan Validasi</i>	123

CHAPTER 1

INTRODUCTION

A. Background of Research Problem

Pragmatics studies how language is used in communication. Yule (2020:4) defined pragmatics as the study of the relationship between linguistic forms and the use of forms of meaning. Pragmatics, in addition to studying how language is used, also links language and context (Subroto, 2011:9). Speakers and interlocutors in speaking must be in accordance with the context of the conversation which includes the interlocutor and the topic of conversation. In order for the listener to fully understand the speaker's intentions, Jazcolt (2002:1) also suggested that the information being communicated by the speaker must be appropriate to the context.

All language communication involves speakers and listeners. Therefore, it is necessary to realize that in speaking there are principles that must be obeyed by the speech participants. The form of cooperation in question is the Grice's cooperative principle. Grice's cooperative principle aims to describe the actions of speakers and interlocutors in conversation. With the cooperative principle, effective communication in conversation can be achieved in general social situations. In an ideal case of conversation, both of speakers should obey cooperative principle. According to cooperative principle theory proposed by Grice (in Trosborg, 2011:24), people should give the same contribution in a conversation that is required by the situation. It requires the participants to contribute in the same way that is necessary for the

stage at which it occurs. The intended contribution is to provide correct, clear, coherent, and context-relevant information to hearers. Therefore, Grice in Riemer (2010:119) suggested four maxims that people should follow in order to communicate effectively. The maxim of quality, maxim of quantity, maxim of relation, and maxim of manner are the four maxims that Grice suggested. These maxims ensure effective communication between speakers and hearers. However, in practice, some people frequently violate, opt out, and flout the maxims in particular circumstances. The other types of maxims that are seen failing do not produce implicit meaning inside them, in contrast to flouting. The participants give the impression that they are not interested in having talks by flouting maxims, although they are.

Maxim flouting phenomenon is chosen by the researcher since it is the most frequent phenomenon found in the *Si Nopal Animated Series*. Therefore, the researcher explores deeper this phenomena over than other types of broken maxim. At the time maxim flouting occurs, it brings intended meaning. Additionally, maxim flouting is a technique used to get the audience to look for the true meaning behind what is being uttered. In example, a man asks “Where is my fish?” then his friend responses it by saying “Oh, look! That cat seems so happy and full!”, rather than just stating that the cat appears to be happy and full, the listener tends to say the hidden meaning behind his words. In fact, his friend explains the answer to the question where the fish was stolen and eaten by the cat.

Moreover, In Maienborn (2012), Levinson describes flouting maxims as purposeful disobedience of the maxims. This suggests that the participants themselves have some desire to flout the maxims. When a speaker flouts a maxim, there are specific intentions and meanings that are expressed by the speaker behind the utterance. Additionally, it indicates that when flouting maxims, speakers attempt to employ strategies. There are some strategies to flout the maxim proposed by Cutting. They are providing less information and too much information to flout quantity maxim; using hyperbole, metaphor, irony, banter, and sarcasm to flout quality maxim; being irrelevant to flout relation maxim, and being obscure to flout manner maxim. Those strategies enable their listener to understand the hidden meaning behind their words. The example Khosravizadeh & Sadehvandi (2011) give below may clarify the explanation above:

“Teacher: **Wow, you’re such a punctual fellow!** Welcome to the class.

Student: I am very sorry, sir. It won’t happen again.”

(Khosravizadeh & Sadehvandi, 2011)

The conversation above makes it obvious that the student is late. By no means, though, is the teacher complimenting him in an effort to tease of the student. In summary, the teacher flouts the quality maxim. However, the student is aware of the teacher's sarcastic and untruthful utterance when he says something. The description suggests that there may be certain implicit or hidden meanings created by the speakers during discourse exchanges with the interlocutor. These meanings must be interpreted by the hearer in order to understand the speaker's intended meaning.

According to Chaika in Unterhuber (2013), the true meaning of the utterance is influenced by the social environment in which it appears. It means that the hidden meanings generated by the speakers probably contain social issues that appear in their society. There have been some hot problems affecting society in the previous five years, such as health, poverty, judging, and juvenile delinquency. They are represented in the topics talked about in the mass media, such as newspapers, magazines, youtube contents and television. The researcher chose youtube videos as the medium. As a contribution that reveals social interactions at the period, the researcher concentrates on the spoken language employed by society at the time.

The researcher will choose to study the flouting of maxim found in animated series of Si Nopal that aired from June 2020 to April 2021. *Si Nopal Animated Series* is one of them who represent the daily life of the family in Indonesia. This animated series brings up the story of a middle class, Indonesian family lifestyle, that are full of meaning played by Nopal's family, which consists of Nopal, Cute Girl, Abah Enol, Bunda and other actors. The animated series is set in the imaginary city of Indonesia and shows Indonesian culture, society, and many aspects of the human condition. In addition, it is a type of sitcom animated series. Therefore, it also contains so many flouting of maxim.

There have been several of studies about flouting maxim. The research on non-observance of maxims have been conducted in several objects such as interview, debate, talk show with several contexts (Buddharat et al, 2017;

Ayasreh and Razali, 2018; Rahmi, 2018). Buddharat (2017) did the research in presidential debate to investigate all non-observance of maxims and find out what types of maxim flouting that politician tend to flout. Ayasreh and Razali (2018) did the research on Syrian leader interview and focused on finding out the maxim flouting purposed to manipulate or gain trust from masses. The last one is research that conducted by Rahmi (2018) that aimed to find out types of maxim violated and its reasons.

Based on the previous researches, the researcher attempts to explore an animated series to finding out flouting of maxims and the strategies that used to flout the Gricean's maxims as well as how it represents social issues in a country. The context is chosen due to lack of research discussing flouting of maxim in animated series. Moreover, there are still lacks of research about the relation between maxims, strategies and its representation to social issues. Therefore, this research attempts to enlarge the discussion about flouting of maxim as a representation of social issues in a country in animated series.

B. Identification of the Research Problem

Language is an essential thing in life. Language is not just part of the culture but the tool to communicate, to create bonds between people in one society or others. In terms of communication, people try to be cooperative or polite. In order to be cooperative in the conversation by giving appropriate information and relevant to the topic that being discussed, Paul Grice as the British philosopher make a theory named cooperative principle (1975). However, people flout this theory that work as a guideline in conversation, it

is because people have their own intention in conversation, and it is called flouting of maxim. Flouting of maxim does not only exist in the real-life situation. It also exists in literary work such as novel, movie, film, and animated series. In other word, this research focuses to find the existing flouting of maxim in animated series entitled *Si Nopal*.

C. Limitation of Research Problem

According to the identification of the problem mentioned previously, the research problem is limited to the flouting of four maxims; quality, quantity, relation, and manner.

D. Formulation of Research Problems

Based on the limitation of research problem, the formulation of the problem is how do the characters in *Si Nopal Animated Series* flout the Grice's maxims?

E. Research Questions

1. What are the types and the strategies of Flouting of Maxim used by the characters in *Si Nopal Animated Series*?
2. What kinds of Indonesian social issues are represented through the Flouting of Maxim committed by the characters in *Si Nopal Animated Series*?

F. Purposes of Research

To achieve the purpose of the study, the research results must be able to answer the research needs. They are as follows:

1. To recognize the types and the strategies of Flouting of Maxim used in *Si Nopal Animated Series*,
2. To define kind of Indonesian social issues are represented through the Flouting of Maxim committed by the characters in *Si Nopal Animated Series*.

G. Significance of Research

This research is anticipated to provide information in linguistics research and to improve specialized understanding in the linguistics discipline, particularly on flouting of maxim.

H. Definition of the Key term

1. Flouting of maxim : It occurs when a speaker intentionally stops using the maxims in order to encourage their listeners to conclude the hidden meaning behind their utterances; in other words, the speaker uses implicature.
2. Representation : It means a description or portrayal of someone or something in a certain way or as belonging to a certain trait.
3. Social issues : An issue that society has identified as a problem

that is impeding a society from functioning at its best.

4. Animated series : A collection of animated works with a common series title that are frequently connected.