

**AN ANALYSIS OF CATEGORIES OF NON-OBSERVANCE OF MAXIMS OF  
COOPERATIVE PRINCIPLES FOUND ON ‘DEMOCRAZY’ PROGRAM OF  
METRO TV STATION**

**THESIS**

*Submitted As Partial Fulfilment of the Requirement for Strata One (S1) Degree*



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## **ABSTRAK**

**Irvan, Ryan. 2011. An Analysis of Categories of Non-Observance of Maxims of Cooperative Principles Found on 'Democracy' Program of Metro TV Station**

**Pembimbing: 1. Prof. Rusdi, Grad., Dipl., M.A, Ph.D**

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Penelitian ini bertujuan untuk mengetahui penerapan dari prinsip-prinsip kerjasama yang diusulkan oleh Grice pada tahun 1975 yang mengatur terjalannya komunikasi yang sukses. Komunikasi yang sukses ini yakni pembicara, lawan bicara, ataupun lingkungannya memahami pembicaraan tersebut. Sehubungan dengan ide tersebut, penulis berupaya menjelaskan tentang sejauh mana penerapan prinsip kerjasama dalam dialog di program tv Democracy.

Data penelitian ini adalah tuturan selama dialog yang dilakukan oleh moderator, para anggota legislatif Democracy, dan informan yang diperoleh dengan cara merekam percakapan tersebut secara langsung. Pemerolehan data dilakukan selama 3 bulan, yakni 1 episode dalam tiap bulan nya. Disamping itu, pencatatan tentang konteks dan beberapa catatan yang diperlukan juga dilakukan.

Data yang diperoleh kemudian di transkripsikan kedalam bentuk bahasa tulis. Selanjutnya, dilakukan penerjemahan kedalam bahasa Inggris baik secara literal maupun kontekstual. Terakhir, data dianalisis dengan menggunakan analisis model Grice. Dalam penganalisaan, konteks juga dilibatkan.

Dari penganalisan data, diperoleh beberapa hal penting. Penerapan transaksi kerjasama dalam percakapan antar pembicara dalam Democracy terdapat, pelanggaran, penggelumbungan, perbenturan, pengabaian, infringements dan penundaan atau suspending. Dari keenam kategori itu yang sering terjadi yaitu penggelembungan terhadap prinsip kerjasama. Penggelembungan itu terjadi pada maksim kuantitas. Informan memberikan informasi yang banyak dan tidak terlalu dibutuhkan sesuai dengan inisiasi pertanyaannya. Banyaknya informasi yang diberikan oleh informan berfungsi agar partisipan lebih mengerti. Penggelembungan itu juga terjadi pada maksim hubungan. Penggelembungan terhadap maksim itu dimaksudkan untuk menyindir kebijakan yang diambil oleh DPR.

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## CHAPTER I

### INTRODUCTION

#### 1.1. Background of the Problem

It's not seriously questioned anymore that on the realization of verbal and non-verbal communication, people may get misunderstanding. The message could not be effectively sent to the receiver by the fact that they are not cooperative on their interaction. It is either intentionally or unintentionally made to be breached. This phenomenon happened in many situations and areas of life with different causes, such as culture, politic, education, even religion.

Furthermore, in parody circumstances especially in political discussions which is discovered with humor, the non-observances of maxims of cooperative principles take important roles. It can be a tool for getting sympathy, appreciation and audience's understandings for stabilizing the political atmosphere. This phenomenon can be seen in the following conversation that has taken from the conversation between the speakers of Democrazy.

Sarah : Aa, Aa lagi ngapain?

*What are you doing, sir?*

Yan : Ini lagi ngitung-ngitung perolehan suara. Kata nya juga sekarang kan sistem nya adalah suara terbanyak. Jadi Aa ini harus mengawal suara Aa.

*I'm counting my voting voice. Now, it based on high voting system, isn't it?  
So, I ought to guard my voting voice.*

Sarah : Loh, sejak kapan suara dikawal A?

*When and how could you guard your voice?*



..... :.....

Sarah gives different respond to the word ‘voice’ in above conversation. This word may have various meanings. In this context, what Yan means with voice is the support given to him in the public election. So, this misunderstanding is caused by ambiguous meaning of the word.

Basically, the speakers have to consider and be responsible with the rules that manage the language use and the interpretations called cooperative principles proposed by Grice (1975). The aim of cooperative principles is to make your conversational as what it is required, at the stage at which it’s occurred, and by the accepted purpose or direction of the speech exchange in which you engage. The cooperative principles give specific norms about what speakers should do to make efficient, rational, and cooperative responds. While giving information, speakers have to be honest, relevant, and clear.

It’s no wonder that in the language of politic and humor such as in parody of Democrazy, the phenomena of non-observance of maxims of cooperative principles often appeared, they are either flouting, violating, opting out, clashing, infringing, or suspending of maxims. And, it has taken the writer’s interest in identifying its existances in political discussion. Based on this reason, this thesis discusses the non-observance of cooperative principles with the title; “An analysis of categories of non-observance of maxim of cooperative principles found on Democrazy program of Metro TV channel”.

## **1.2. Identification of the Problem**

The non-observance of maxims of cooperative principles could be analyzed based on two points of view. First, it could be analyzed based on pragmatic, the analysis might see the use of language and context in which a piece of discourse occurs; he/she is concerned with the potential relationship of one sentence to another, regardless of their use.

Second, from sociolinguistics point of view, the role of context in interpretation of the language is influenced by social value of the society. The analysis may investigate the use of language in context by a speaker; he/she is concerned with the relationship between the speaker or writer and the utterance on the particular occasion of use.

## **1.3. Limitation of the Problem**

The analysis of this research was limited into categories of non-observance of maxims of cooperative principles on TV program Democracy by using pragmatic analysis. The analysis saw the use of language and context in which a piece of discourse occurred; the speakers were concerned with the potential relationship of one sentence to another, regardless of their use.

## **1.4. Formulation of the problem**

From the limitation, the problem was formulated as follow; what are the categories of non-observance of maxims of cooperative principles found on TV program Democracy played on Metro TV channel?

### **1.5. Research Question**

Research questions of this study are:

1. What are the categories of non-observance of maxim of cooperative principles found on Democrazy program of Metro TV station?
2. What are the functions of non-observance of maxim of cooperative principles found on Democrazy program of Metro TV station?

### **1.5. Purpose of the Study**

The purposes of this study are:

1. To analyze the categories of non-observance of maxim of cooperative principles found on Democrazy program of Metro TV station?
2. To analyze the functions of non-observance of maxim of cooperative principles found on Democrazy program of Metro TV station?

### **1.6. Significance of the Study**

Theoritically, the result of this research is extended to be useful for enriching the development of linguistics especially the study of cooperative principles in general and gives the contribution for the students to get a better understanding about the language of Indonesian political and humor. Also, it can be used to support the next research especially in development and establishment the national language. Practically, it's hoped that the reader understand the words of humor which are used in political discussion and it's function as mocking and implying the current issues which bring in the talkshow.

### **1.7. Definition of the Key Terms**

The cooperative principles : A basic underlying assumption people make when they speak to one another proposed by Grice. The speakers have to make conversation as what wanted to base on the purpose of communication.

Grice's Maxims : The specific rules of cooperatives principles that assist the speaker to make a good communication.

Democracy program : A TV talk show played on Metro TV channel every Sunday night at 9 pm.

Categories of non-observance: The situation of obeying the rule of cooperative principles such as violating, flouting, opting out, clashing, infringing, and suspending of maxims.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

#### 2.1. The Concept of Cooperative Principles

It is H.P Grice that the first person advanced the theory of the cooperative principle in Harvard University, 1967. Grice says, all of actions communication, in order of achieve the specific destination, there is a tacit agreement between the speaker and hearer, an agreement that both sides are expected to observe. It tries to explain how a speaker can mean more than what he says and how a hearer perceives what the speaker really means. Grice thinks there is a set of assumptions governing the conduct of conversation. This is what he calls the cooperative principle. He formulates the principles and those maxims in 'Logic and Conversation' (1975) as follows "make your contribution such as is required at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged". It includes the following maxims: Maxim of quantity asks the speaker to give informative contributions which are needed in a conversation. Maxim of quality (give right information) the speakers do not have say that for which they are believe to be false and do not say that for which you less adequate evidence. Maxim of relation (be relevant) the speakers need to keep the relevancies of the conversation. Maxim of manner (avoid obscurity expression) the speaker ought to avoid ambiguity utterances, be brief and orderly.

Yule (1996: 36) assumes that speakers and listeners involved in conversation are generally cooperating with each other. The sense of cooperation is simply one in which people having a conversation are 6 assumed to be trying to confuse, trick, or withhold relevant information fi or. In most circumstances, this kind of

cooperation is only the starting point for making sense of what is said. The assumption of cooperation is so pervasive that it can be stated as cooperative principles of conversation and elaborated in four sub-principles, called maxim.

Leech (1986) explains how, by means of shared rules or conventions, competent language-users manage to understand one another. According to Thomas, Grice's theory made the distinction between what speakers say and what they mean. It is an attempt at explaining how a hearer gets from what is said to what is meant, from the level of expressed meaning to the level of implied meaning.

Keenan (1976) says that speakers need cooperative principles to explain the relationships between sense and force; this explanation is better to break down the problems which are related to semantic that use truth-based approach. However, the cooperative principles itself cannot explain (i) why people tend to use indirect utterances in giving information; and (ii) what the relationships between sense and force in all sentences other than declarative one is.

In order to reach the purpose of communication, interlocutors should be responsible to the cooperative principles. In brief, it could be said that the cooperative principles with those maxims give specific norms about what they should do to make efficient, rational, and cooperative utterances. While giving information, speakers have to be honest, relevant, and clearly.

## **2.2. Observance of the Cooperative Principles and Functions**

Grice (1975) formulates a general principle of language use called cooperative principles. The cooperative principles aims to make your conversational contribution such as is require, at the stage at which it's occur, by the accepted purpose or direction of the speech

exchange in which you are engage. Cruse (2000:357) said that by participating in conversation, a speaker implicitly signal that they agree to cooperate in the join activity, to abide by the rule as it were. It can be understood that the speaker can only get the meaning if the listener cooperate.

Yule (1996) gives some reason why maxims are needed in communication. First, they allow us to be brief in communicating. We do not have to say everything more than what it is needed. Second, they allow us to say everything indirectly. It is aimed to avoid some of uncomfortable utterance. Next, these maxims allow us to insult people indirectly without making much danger of confrontation. Last, they allow us to imply the dissatisfaction putting in a position where we will have to defend our view directly.

#### a. Maxim of quantity

Harnish (1976: 362) says that maxim of quantity advises the speakers to (a) make contribution as informative as it is require (for the current purpose of the exchange) by giving information which do not less or more than it's require. This way is used to respond the utterances which require the answer such as the identity, number, time, location, and yes or no answer.

Example 1:

*A : Did Jill eat the biscuits?*

*B : No, she did not eat any of the biscuits.*

In example (1), B gives required information. Question or initiation from A was responded by appropriate information given by B. So that, the example above shows that the

speakers have followed the first sub maxim of maxim of quantity. The interlocutors follow maxim of quantity on the purpose of giving information to the hearer clearly and in order to avoid misunderstanding.

Jazery (2004) found that on one interaction, interlocutors may follow the sub-maxim of maxim of quantity which does not lead the speaker to give more information that is not to be required. In the realization, these cases would happen if the speaker asks WH question.

Example 2:

*A : Why do you learn English?*

*B : Because if i can speak in English, I would be able to communicate  
with people in other countries and understand English books.*

Example 2 above, initiation A is responded with enough information because the initiation is the form of WH question “why”. Thus, B can give more information. In conclusion, the interlocutors have followed the second sub maxim of maxim of quantity.

From the theory above, we can conclude that the ordering of maxim of quantity has three functions. They are (1) giving a clear information, (2) asking for a help, (3) avoiding misunderstanding. Briefly, the ordering of maxim of quantity is followed by the speakers in order to have good interactions.

#### b. Maxim of Quality

Maxim of quality assists the speaker to give the right information. However, in the real conversation, determining the truth of information is not easy because the truth and the falsity are only known by the speakers. We cannot see beyond someone’s mind. Stubb (1983)



says that we have to focus on factual truth (the truth based on the fact), proportional truth which based on the principles of logical truth, and spiritual truth (based on spiritual value) such as example below:

*T : Have you done the homework?*

*S : yes. Sir!*

*T : Could I see that?*

*S : Here. Sir!*

Example above shows that S gives true information to the teacher. The truth information given by S could be seen from the coherences of the utterances. He has finished the homework. This information is supported by the fact that he could show the teacher his homework. So that, it is said that S has followed the first sub maxim of maxim of quality.

In sum, maxim of quality advises the speakers (1) not to say what you believe to be false, (2) not to say that for which you lack adequate evidence. These ordering are happened if the speakers give contributions that they believe to be true, and give information which have adequate evidence. The truth of information can be form of factual truth, proportional truth, and spiritual truth.

#### c. Maxim of Relation

Maxim of relation asks the speaker to give relevant information based on the topic. Grice (1978: 177) gives definition about what the meaning of being relevant means; A remark P is relevant to another remark Q if P and Q, together with background knowledge,

yield new information not derivable from either P or Q, together with background knowledge, alone.

It means that relationship between statement A and statement B not only in simple answers such as on conversation above:

*A : Where's my box of chocolates?*

*B : It's in your room.*

However, it can be in indirect sentence such as example below:

*A : Where's my box of chocolates?*

*B : The children were in your room this morning.*

In example above, statement B have logical coherence with statement A: although B does not know who exactly take the chocolates. But at least, the answer from B can help A to find the answer because B implies that may be the kid take the chocolate.

In that realization, the interlocutors follow up maxim of relevance by giving information which is still relevant with the plot of interaction you are engage. The next discourse shows the ordering of maxim of relevance.

#### d. Maxim of Manner

As stated before, maxim of manner has four sub-maxims. They are, (1) avoid obscurity of expression, (2) avoid ambiguity, (3) speak briefly, and (4) be orderly. In the realization of maxim of manner, the interlocutors should avoid obscurity of expression, avoid ambiguity, be brief, and orderly. Yuliana (2007) in her rsearch found that sometimes,

utterances which are considering the maxim of quantity are also considering the maxim of manner. It is shown by the example:

*A : Berapa (hasil akhir) Chelsea lawan Liverpool*

*(What about the score between Chelsea and Liverpool?)*

*B : Tiga, satu.*

*(Three – One)*

*A : Di final, kamu pegang mana?*

*(What is your favorite team for the final champion?)*

*B : **MU** (Manchester United).*

Person B gives appropriate information to person A. A and B in conversation above are talking on the context of quarter final of football champion between Chelsea and Liverpool. They talk about the final score of the football champion. And then, B gives information about his favorite team. He says MU because his favorite team has won 1-0 from Barcelona. In this case, B has been cooperating on the basis of maxim of manner.

General functions of maxim of manner in an interaction are to give clear information, to avoid ambiguity, to be brief and orderly in order to reach the purpose of conversation. Specifically, maxim of manner is considered to make brief and clear information, and to minimize misunderstand.

### 2.3. Non-Observance of the Maxims

There are many occasions when people fail to observe the cooperative principles. They may flout the maxims, violate the maxims, opt out the maxims, clash the maxims, infringe the maxims, and suspend the maxims. Flouting of maxims is the common occasion of the non-fulfillment of the cooperative principles. The other categories as what Yule (1996) mentions, may fail to observe a maxim because, for example, they are incapable of speaking clearly, or because they deliberately choose to lie.

#### 2.3.1. Flouting of maxims

The situation which chiefly interested Yule were those in which a speaker blatantly fails to observe a maxim not with any intention of deceiving or misleading, but because the speaker wishes to prompt the hearer to look for a meaning which is different from, of in addition to, the expressed meaning. This additional meaning called 'conversational implicative' and the process by which it is generated 'flouting a maxim'.

##### a. Flouting a Maxim of Quantity

Yule (1996) says that speaker flouts a maxim of quantity by blatantly giving either more or less information than the situation demands such as the example:

*Rupert Allason is discussing the identity of the so called 'Fifth Man': It was either Graham Mitchell or Roger Hollis and I don't believe it was Roger Hollis.*

Rupert Allason has blatantly given more information than require (he could simply have said 'The Fifth Man was Graham Mitchell') Allason appears to have breached the maxim of quantity. However, we have no reason to believe that Allason is being deliberately uncooperative. In short, the situation of flouting of a maxim happened when the speakers give unrequited and twisted information.

#### b. Flouting a Maxim of Quality

Yule (1996) states that flout which exploit maxim of quality occur when the speaker says something which is blatantly untrue or for which he or she lack adequate evidence. The following example works in much the same way, but this time involves what Grice terms 'generating a conversational implicature by means of something like a figure of speech.

Example:

*Lucy Lucinda was talking about John Patten, who at that time was Secretary of State for Education:*

*I lived in the same house as that man for three years and he's the man I hate most in all the world. In all my grease past, he is the biggest grease spot.*

It is patently false that John Patten is her biggest grease spot. Lucinda Lambton does not appear to be trying to make us believe that John Patten is a grease spot. Unless her utterance is entirely pointless, she must be trying to put across some other proposition. The most obviously related proposition is that, like grease spots, John Patten is a bane.

Zhang Jianjun (2007) mentions that according to the maxim of quality, the interlocutors should offer the true information to others. They should not say what they

believe to be false. Neither should they say that for which they lack adequate evidence. However, there are still many examples to flout the maxim of quality in the purpose to gain some special targets, using such techniques as irony, metaphor, hyperbole.

The following examples reflect the use of the technique of violating the maxim of quality for humorous purposes:

*Bob: I had a rough time this morning. The farmer caught me in one of his peach trees.*

*Barbara: Gosh! What did you do?*

*Bob: I told him one of his peaches fell down and I was trying to put it back!*

At the end of the conversation, Bob says, “I told him one of his peaches fell down and I was trying to put it back!” What he told the farmer couldn't be true so his response violates the maxim of quality, thus making the conversation a joke.

The situation that achieves the flout of a maxim occurs when the speaker says something which is blatantly untrue or for which he or she lack adequate evidence. On the other case, it also happens when they say something that they believe to be false.

### c. Flouting a Maxim of Relation

The maxim of Relation (‘be relevant’) is exploited by making a response or observation which is very obviously irrelevant to the topic in hand (e.g. by abruptly changing the subject, or by overtly failing to address the other person’s goal in asking a question). Yule (1996) also mentions that a speaker violates the maxim of relevance in order to change the topic of the talk. For example:

*Husband: How much did that new dress cost darling?*

*Wife : I know, let's go out tonight. Now, where you would like to go?*

There is violation maxim of relevance. The wife distracts her husband and changes the topic talk by asking her husband to have dinner outside.

According to the maxim of relation, the interlocutors should make their contribution relevant. This maxim demands that the hearer should give answers relevant to what the speaker has said in their dialogue. The relevant theory includes two sides. One is under the same condition, the more situation effect, the closer relation they are; the other is under the same condition, the less efforts to handle, the more relevant they are. (Sperber & Wilson, 1986, p125). Example:

*Jay, my brother-in-law, was studying political science at U. C. L. A. One summer. Many mornings the lure of the beach won out over his obligation to attend class, until finally he realized he'd fail the course if he missed any more lectures. When Jay walked into class late, the professor interrupted his talk about folkways, customs and mores. He consulted his seating chart, then called on Jay: "Please tell the class what mores are."*

Jay's sense of humor took over as he sang out, "When the moon hits your eye like a pizza pie, that's a mores are. Jay is late for school. So the professor asks him to explain what mores is. It implies that it is not a good mores always late for class. Jay violates the maxim of relation purposely and not answers correctly. But his reply tests the professor and has the sense of humor.

Information which is given should lead the speaker/hearer to the point of conversation. If the information is different from the topic, then the interlocutors have

violated maxim of relevance. The flouting of maxim of relevance is to make a friendly interaction and to make an implicative utterance.

d. Flouting a maxim of Manner

Zhang Jianjun (2007) found that to achieve the effect of humor, the usually use technique of violating the maxim of manner is the technique of violating the maxim of avoiding ambiguity. Through ignoring the issue /topic, occasion, background, misusing or abusing the grammar of the language, all those behaviors will lead to violating of the maxim of manner is resulted in sense of humor.

*A: Where is Washington?*

*B: He is dead.*

*A : I mean ,the capital of the United States?*

*B: They loaned it all to Europe.*

*A: Now do you promise to support the constitution?*

*B: Me? How can I? I have got a wife and six children to support.*

The dialogue happens in oral test when the electors have to register their name to join the election. There are many ambiguous words in the short conversation, such as Washington, capital and support. These words have various meanings. For example, Washington is both the most important city of the USA and the name of its first president in American history. Capital has one meaning “the most important city in a country or area”, another meaning “a sum of money, especially one used to produce more money or to start a business”. Support, in the same way, the first means “to show approval of the constitution”, but the voter



deliberately apprehend as “to provide money or food for a person or a family to live on”. The vivid answer from the voter achieves good sense of humor.

Generally, the speakers violate the maxim of manner by giving obscurity information, so that the interlocutors do not get the information as what it is require. The function of the violation of maxim of manner is either to avoid shyness or to make a joke.

### ***2.3.2. Violating of maxims***

Besides the flouting of a maxim, there are other occasions when speakers fail to observe the maxim but they are uncommon categories of breaching the cooperative principles. First, Grice defines ‘violation’ very specifically as the unostentatious non observance of of a maxim. If a speaker violates a maxim he/she will be liable to mislead (Leech, 1991). It might be appear that violating a maxim is the exact opposite of floating a maxim. The speaker blatantly fails to observe the maxim of quality at the level of what is said but nevertheless implies something which is true.

#### **a. Violate maxim of quantity**

A speaker violate the maxims of quantity when he does give enough information to the hearer t know what is being told about. It is because he does not want the hearer to know the full picture. A speakers is not implying anything, he is being economical with the truth (cutting 2002:40) Fro example;

*A: Does your dog bite?*

*B: No.*

*A: (Bends down to stroke it and gets bitten) Ow! You said your dog does not bite!*

*B: That's not my dog.*

A knew that he was talking about the dog in front of her and was not her dog at home, yet she intentionally did not give him enough information, for reasons best known to herself.

b. Violate maxims of quality

A speaker violates the maxim of quality by not being sincere, and giving the wrong information. For example:

*Husband: How much did that new dress cost, darling?*

*Wife : Less than the last one.*

From the conversation above, maxim of quality seem to be violated. The wife gives wrong information, and not being sincere. She covers up the price of the dress by not saying how much less than her last dress.

c. Violate maxim of relation

A speaker violate maxim of relation by changing the topic of talk. For example:

*Husband: How much did that new dress cost, darling?*

*Wife : I know, let's go out tonight. Now, where would you like to go?*

From the conversation above, maxim of relation seem to be violated. The wife distracts her husband and changes the topic. The wife changes the topic of talk by asking her husband to have dinner out.

d. Violate maxim of manner

A speaker violate maxim of manner by saying an obscure reference and a vague reference. For example:

*A: what would the other people say?*

*B: Ah well, I dint know. I would not to repeat it because i don't really believe half of what they are saying. They just get a fixed thing into their mind.*

From the conversation above, B violate maxim of manner because he/she says everything except what A want to know.

#### ***2.3.4. Opting out of maxims***

Leech (1986: 74) says that a speaker opts out of observing a maxim by indicating unwillingness to cooperate in the way the maxim requires. Example of opting out occur frequently in public life, when the speaker cannot, perhaps for legal or ethical reasons, reply in the way normally expected. On the other hand, the speaker wishes to avoid generating a false implicative or appearing uncooperative. Example of such cases could include a priest, counselor or even in an investigative journalist refusing to relay information given in confidence.

Example:

*The conservative M.P., Teddy Taylor, had been asked a question about talks he had with Colonel Gadaffi:*

*Well, honestly, I can't tell you a thing, because what was said to me in confidence.*

When speakers expressly opt out of observing a maxim in this way, they make explicit reference to the way in which speaker normally attend to the maxims, which in turn offers support for Grice's contention that interactants have a strong expectation.

### ***2.3.3 Clashing of maxims***

Speakers may face a clash. He/she may be unable, for example, to fulfill maxim of quantity without fail the maxim of quality. Speakers cannot fulfill both of the maxims at once. For example:

*A: Where does C live?*

*B: Somewhere in the south of French.*

From the conversation above, Grice explain that B knows that A would like to go and visit C, and a full satisfaction of maxim of quantity would require giving C's address. However, B does not know C's address. So, in order to avoid breaching maxim of quality, B make up a more informative answer. B resolves the clash by failing to be as informative as needed.

### ***2.3.4. Infringing of maxims***

Leech (1986: 74) mentioned that a speaker who, with no intention of generating an implicative and with no intention of deceiving, fails to observe a maxim is said to 'infringe' the maxim. This type of non-observance could occur because the speaker has an imperfect command of the language, because the speaker's performance is impaired in some way (nervousness, drunkenness, excitement), because some cognitive impairment or simply because the speaker is constitutionally incapable of speaking clearly to the point.

### **2.3.5. Suspending of maxims**

Keenan in Leech (1986: 76) mentions that there are occasions when there is no need to opt out of observing the maxims because there are certain events in which there is no expectation on the part of any participant that they will be fulfilled. Here is an example taken from a novel set on Navajo reservation, which make explicit reference to the suspension of a maxim:

*The speaker in this example and the next is the daughter of a murdered man. She is talking to officer Jim Chee of the Navajo Tribal Police.*

‘Last time you were with that FBI man --- asking about the one who got killed,’ she said, respecting the Navajo taboo of not speaking the name of the dead. ‘You find out who killed that man?’

In example above, the speaker fails on three occasions to observe the maxim of quantity. On the first occasion she refers vaguely to the FBI man’, thereby generating the (true) implicature that she does not know his name. Then she refers in a similarly vague fashion to ‘the one who got killed’ and ‘that man’. In this case, the non-observance of maxim of quantity generates no implicature because all the participants know that it is suspended.

### **2.4. Language of Democrazy**

Democrazy is a TV talk show played on MetroTV channel. This program brings the issues of politics and Indonesian government. They talk about the actual issues of the legislators in the parliament in facing the problem of the nation. The way they address the issues are by using jokes that make special interests out of it. These jokes are kept into satires to the phenomena.

Malik and Subandy (1997: 61), say that the existence of language in the world could be used to interpret the symbols. Language which has been standardized will be the instrument to control the attitudes and the whole meaning which establish the understanding or awareness to the reality of social and politic. The ideology of language on Democracy was really enormous with something that lead the viewer to laugh every capabilities, action, and attitudes of political and government. And this was the psychological of parody or humor.

Giora (1991: 16) says that the potential psychiatric benefits of laughter are a common topic of lay conversation. Humor may be either a cause or a consequence of emotional transformation. It is a consequence in that after a situation has been normalized or the emotional pain in it has been reduced, this emotional distance can enable humor to be perceived. That is, as one gets a better perspective on a formerly painful situation, one may then be able to laugh about it.

Cohen (1991) says that humor can have both positive and negative effects, and in general is a two-edged sword. It is possible that in one and the same situation, where person A laughs at something person B says, either effect may occur. B may infer that A believes B to be responsible for a moral violation, and thereby may take offense at being laughed at. On the other hand, B may consider that A sympathetically shares B's understanding of the violation in the situation, which is not imputed to be B's fault, and then B may infer that A thinks it's not really so bad, and B can be much relieved by A's laughter. In this way, either the violation judgment, or the normality judgment implied by A's humor perception; can have offense-producing, or normalizing results. For A to ensure one interpretation rather than the other in an ambiguous situation, A must provide additional disambiguating cues which B may use to decide which the appropriate interpretation is.

## **2.5. Relevant Studies**

There are some researchers who have studied about the non observance of maxims of cooperative principles. Some of them will be discussed here. The first is Arifin (1997); he conducted the research entitled 'Analisis Tanya-Jawab dalam Peristiwa Tutar di Pengadilan'. He found that most of speakers in jurisdiction have followed the four maxims of cooperative principles. However, there is still the flouting of the maxims. Jumadi (2001) also found the same cases that the speaker sometime violated the cooperative principles. On one hand, the interaction between judges and the criminal also breached the maxims.

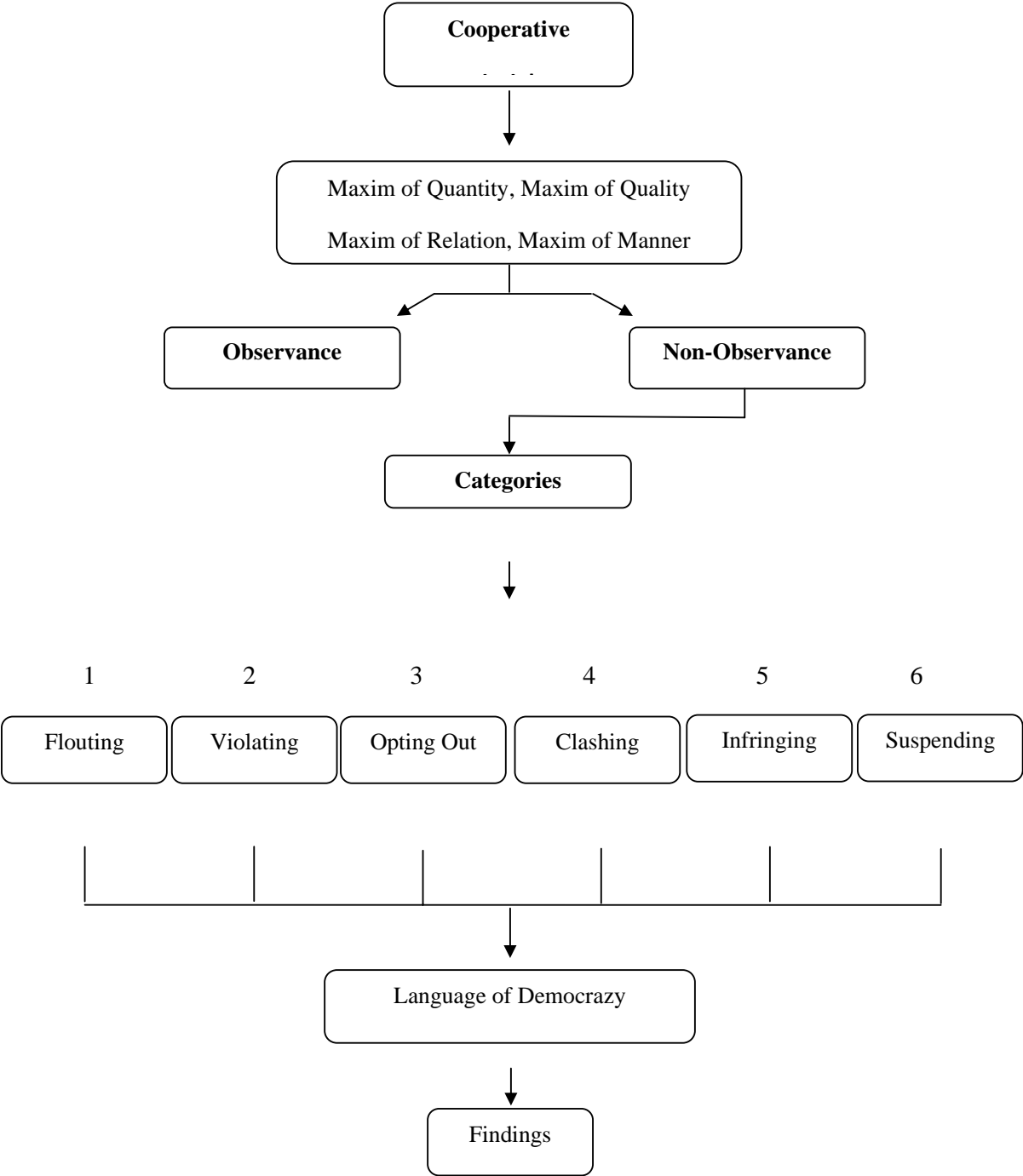
Yusrini (2006) found the observance and the violation of cooperative principles on TV program KISS PAGI played on Indosiar TV channel. She tried to find the function of the utterances of the celebrities. The violation of cooperative principles is proved by the imbalance between form and function of the question. The function of using indirect utterances is to hide shyness, and to clear the opinion.

Kusuma (2006) found that humor resulted from the flouting of conversational maxims in the drama comedy TV series "Bajaj Bajuri Salon Oneng Edition". In a conversation, sometimes people may flout those maxims for some certain reasons, although it does not mean that they do not want to be cooperated in conversation. In discourse of humor, speaker consciously violates the maxim in order to appear the sense of humor.

## **2.5. Conceptual Framework**

A good conversation needs a kind of guidelines called cooperative principles that is proposed by Grice. On the application of maxims of cooperative principles, the speakers may

fail to observe the maxims or apply the maxims. By referring to this theory, the researcher watches the interactions between the speakers on TV program Democracy. The interactions happen between the moderator, the informants, and the legislators of Democracy. The following chart shows the conceptual framework of this research.





## CHAPTER V

### CONCLUSSION AND SUGGESTION

#### 5.1 Conclusion

Having analysed the data, it was concluded that the speakers of Democrazy failed to fulfill the maxims of cooperative principles in some categories during the talk show. They violated the maxims, flouted the maxims clashed the maxims, and opted out the maxims, infringing and suspending the maxims with various functions.

The speakers violated the maxim of quantity and maxims of relation. The speakers violated maxim of quantity in order to imply their ideas. And, Maxim of relation was violated because they did not make a good connection with the preceding topic. They did it because they want to make a joke.

The speakers flouted four maxims. First, they flouted maxim of quality. They gave information that they believe to be false in order to make a joke. They flouted maxim of quantity. The speakers gave too much information to the hearer in order to imply something to the hearer/audience. They also flouted maxim of relation. The speakers were not being relevant because they want to make a joke. Last, they flouted maxim of manner. There was ambiguity of meaning of the word that makes misunderstanding between them.

There were also opted out of maxim, especially maxim of quantity. They opted out maxim of quantity by avoiding to answer the question based on what it was questioned. The speakers of Democrazy also clashed the maxim especially maxim of quantity. They did not give enough information in order to

Next, there're only one case of infringing of maxim of manner. It was said that the speaker of Democrazy infringed the maxim of manner because they were incapable in speaking clearly that was caused by over excitement.

Last, the speaker od Democrazy suspended only maxim of quality in two cases. They suspended the information because there were taboo words which should be avoided in the TV talkshow.

## **5.2 Suggestion**

The result of this study is still limited or far from perfect. The researcher wants other researchers to do relevant studies so that they can get better than this one. The researcher hopes readers understand the categories of non-observance of maxim of cooperative principles in order to avoid misunderstanding in communication. With good understanding about the conversational maxim, the success of communication will easy to get.

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