A. Background

Communication can be seen as a cooperative act in which people cooperate each other by providing adequate information to establish understanding. This is what the English philosopher Grice (1975) believes. He points out that communication is a cooperative manner. The basic supposition is that any discourse, either written or spoken, is a joint effort. Both the speaker and hearer have to follow certain rules in order to communicate effectively.

Communication is not simply conveying information but also constituting desires to maintain a good relationship between interlocutors. According to Grice (1975), people communicate in a way to work together to provide mutually desired information and use utterances to maintain social relationship. Grice proposed it as Cooperative Principle (CP) as he put it: “make your conversation contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged” (1975:45). This principle is formulated as a rule of communication involving maxims that is rules which have to be obeyed by interlocutors in order to understand each other. This communication principle is formulated into four maxims: quality, quantity, relevant, and manner. Interpersonal interaction would be very difficult and counterproductive if it lacks cooperation.
However in daily communication people intentionally do not alway observe the maxims for a particular purpose. Not only in daily conversation do people violate maxim but also in drama dialogues. The following are examples of one non-observance maxims found in dialogue of *The Death of Salesman* drama.

**Data 1/TDoS/Act 01/ Flout-R**
Willy : Is there any cheese?  
Linda : I’ll make you a sandwich

In the morning in the kitchen of his residence, as usual Willy made a breakfast menu before he left for working. In this dialog Willy looked for cheese in the kitchen. Willy really liked cheese, because it would make him stronger. Usually Linda put the cheese in the refrigerator, but that morning Willy could not find the cheese there.

When she was answered Willy’s question, Linda used non-observance maxim strategies to create an implicature. In this case, Linda used flouting of maxim to show her attention. She never let him to make a sandwich by himself; she would make a sandwich for him. It was correct if she cared to his husband, but she flouted the maxim of relevance, she changed the topic of conversation by ordered sandwich. She could simply answer “yes” or “no” it would give maximum response. Linda flouted the maxim of relevance to show that she cared with her husband and she would not make Willy busy in the kitchen by himself because she really loved him.
B. Previous Study

Study on the use of maxims is not something new as there have been some previous studies on it. For example Ni’mah (2009) studied Maxim of Politeness Principle found in “the Prince and Me” Movie. Ponidy (2006), analysed Maxim Used by the Main Character in Titanic Movie. Zor (2006) studied the use of Grice Cooperative Principle and its maxim to analyze the problems of coherence in Turkish and English essays. Mulyani (2009) studied maxim flouting in “Forest Gump” Film. Nevertheless, those studies generalized the non-observant maxims as violations and flouts. In other words other types of non-observant maxims have been ignored. This present study intends to explore more types of non-observant maxims in addition to violations and flouts. The present researcher intends to analyze more types of non-observance maxim used in the drama script in The Death of a Salesman, and the intentions of the use of non-observance maxims. This research is formulated in the title: “NON-OBSERVANCE OF GRICE’S MAXIMS FOUND IN THE DEATH OF A SALESMAN DRAMA SCRIPT BY ARTHUR MILLER: A PRAGMATIC STUDY”.

C. Problem Statement

To specify the problem statement, the writer draws two questions as follows.

1. What are the types of non-observance maxims found in The Death of a Salesman drama script?
2. What is the intention of the use of non-observance maxims in *The Death of a Salesman* drama script?

**D. Scope of the Study**

This research only analyses the non-observance maxims found in *The Death of a Salesman* drama script. The maxims involved are those proposed by Grice (1975). The classification of non-observant maxim is based on Thomas (1995). The intention of the use of the non-observant maxim is interpreted according to the sociocultural context of the *Death of a Salesman* drama. In this case it is also analyzed according to the concept of illocutionary force by Searle (1967).

**E. Objective of the Study**

In general, the objective of the study is to describe the kinds of non observance maxims found in *The Death of a Salesman* drama script and the factors contribute to the choice of politeness strategy. To answer three points of problem statement, the objectives of the study are specified as follows:

1. The study is conducted to determine types of non-observance maxims found in the death of salesman drama script.

2. The study is conducted to describe the intention of non-observance maxim

**F. The Significant of the Study**

The writer is hopeful that the results of this research will provide some practical information concerning how people do not always follow maxims when they communicate. In this case, it will provide information of how Grice's maxims are not always obeyed by people in communication. It is then
informs readers that in non-observant maxims speakers could have some intention. In addition, practically this research may become previous study or reference for their research. Pedagogically, the results can be used for pragmatic teaching and learning. This will provide either teachers or students with a rich resource of examples of non-observant maxims in communication.