THE FLOUTING QUALITY MAXIM ON TWITTER @ELONMUSKAOC TWEETS

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Abstrak

Fokus penelitian ini adalah ekspresi pelanggaran kualitas maksim dalam tweet dan komentar @ElonMuskAOC. Penelitian ini bertujuan untuk mendeskripsikan: (1) strategi pelanggaran maksim kualitas pada tweet dan komentar @ElonMuskAOC di Twitter; dan (2) alasan pelanggaran maksim kualitas dalam tweet dan komentar @ElonMuskAOC di Twitter. Teknik pengumpulan data meliputi dokumentasi dan observasi. Peneliti menggunakan metode referensial dimana data dianalisis berdasarkan teori pelanggaran maksim oleh Cut (2002) untuk menemukan strategi pelanggaran maksim kualitas dalam tweet dan komentar @ElonMuskAOC di Twitter, dan penelitian ini menggunakan gagasan Christoffersen (2005). alasan penggunaan pelanggaran maksimum. Hasil penelitian menunjukkan strategi pelanggaran maksim kualitas pada tweet dan komentar @ElonMuskAOC di Twitter merupakan tiga strategi yang terdapat pada tweet dan komentar pada postingan @ElonMuskAOC. Hiperbola, metafora, dan sarkasme. Dalam tweet dan komentar tersebut, strategi yang paling umum adalah metafora. Berdasarkan hasil yang ditemukan, ada enam alasan yang ditemukan pada tweet dan komentar @ElonMuskAOC di Twitter. Alasan pelanggaran maksim kualitas adalah untuk memuaskan pendengar, untuk meyakinkan pendengar, untuk menghibur pendengar, untuk mengejek pendengar, membangun Kepercayaan, dan untuk menyelamatkan muka. Tweet dan komentar yang paling banyak digunakan adalah memuaskan pendengarnya, dan menyelamatkan muka.

Kata Kunci: Pelanggaran, Maksim, Media Sosial, Twitter.

Abstract

The focus of this research is the expression of maxim quality violation in @ElonMuskAOC tweets and comments. This research aims to describe: (1) the strategies for flouting quality maxims in @ElonMuskAOC tweets and comments on Twitter; and (2) the reasons for flouting quality maxims in @ElonMuskAOC tweets and comments on Twitter. Data collection techniques include documentation and observation. The researcher employed a referential method in which the data were analyzed based on the theory of flouting maxims by Cutting (2002) to find the strategies of flouting quality maxims in @ElonMuskAOC tweets and comments on Twitter, and this study employed Christoffersen's (2005) idea of the reason for using the flouting maximum. The results showed the strategies of flouting quality maxims in @ElonMuskAOC tweets and comments on Twitter are three strategies that are found in the tweets and comments in @ElonMuskAOC posts. Hyperbole, metaphors, and sarcasm. In those tweets and comments, the most common strategy is metaphor. Based on the results found, there are six reasons found in the @ElonMuskAOC tweet and comment on Twitter. The reasons for flouting the quality maxim are to satisfy the hearer, to convince the hearer, to cheer the hearer, to mock the hearer, build one's Believe, and to save face. The most widely used tweet and commentary is satisfying the hearer, and saving face.

Keywords: Flouting, Maxim, Social Media, Twitter.

1. INTRODUCTION

Language as a communication system continues to develop along with the development of science. The media used to communicate are also developing. Almost all people already know and are familiar with Facebook, Twitter, Instagram, WhatsApp and etc. Media can be used for doing business, getting information, playing (games), sending electronic mail, or browsing sites. Through social media anyone can find out about language developments, the main languages young adult. Language variations on social media are one form of language use in several societies. Human language has a creative aspect, including the use of social media to express ideas. The creative aspect appears for a specific purpose (Dwi Atmawati, 2016).

Social media have been continuously transforming and updating our everyday life, in terms of information delivery, knowledge exchange, communication, and visual culture. Today, with 2.95 billion social network users worldwide, social media usage is increasingly attractive and accessible, especially among the younger generation. Thanks to social networks, the Internet has become the main means of communicating and a way to maintain a social life. Social Media refers to websites, blogs, chats, computer programs, i.e., any content-based form of electronic communication that enables users to share information and express ideas (Pikhart and Botezat, 2021).

Social media has recently become part of people's daily activities; many of them spend hours each day on Twitter, Instagram, Facebook, and other popular social media. Social networking has grown and become prevalent with every people, it makes easy for people to interact and share with each other. However, every problem has two sides. It also has some negative issues; hate speech is a hot topic in the domain of social media. With the freedom of speech on social networks and anonymity on the internet, some people are free to comment on hate and insults. Hate speech can have an adverse effect on human behavior as well as directly affect society (Do et al., 2019).

The negative side of social media is that it is often used as a means to insult and even provoke other people. The presence of offensive language on social media platforms and its impact is a major concern in modern society. Hate speech on social media can be defined as language that targets a group with the intention of harming or causing social chaos (Sigurbergsson and Derczynski, 2020).

Language plays an important role in social media, without language there would be no communication and interaction in that environment and context. Language has been the real vehicle in achieving most of his achievements and all success on social media is through the use of language in communication. Social media is often violated during conversations. Some violations arise when there is a communication gap in the conversation. For example violation of maxims in a user's use of language, which results in unintentional misinformation because the reader cannot guess the author's true intent (Ugwu, 2021).

In linguistics, it is explained that in order for verbal communication to run well, speech

participants need to comply with the cooperative principle formulated by Grice (1975). Basically, the principle of cooperation explains that in communication, each speech participant must contribute well. The contribution in question is providing sufficient information to the interlocutor, namely information that is correct, clear, coherent and relevant to the conversation. In order to communicate successfully, human beings are supposed to obey to a certain mode of interaction. For this reason, the linguist, Grice (1975), developed a mode of interaction for successful communication called the Cooperative Principle (CP) and its maxims based on ordinary language philosophy. Grice (1975) studied cooperation in conversation: how people communicate cooperatively and proposed the notion of conversational maxims. When interpreting any utterance, the hearer assumes that the speaker has complied with certain maxims concerning the truth, informatively, clarity and relevance of the information exchanged. When we talk, we are actually assumed to give sincere, sufficient, relevant, and clear information; and hearers are expecting us to do so. The principle of cooperation must be applied in communication so that communication will run smoothly, clearly and not be confused.

However, when people communicate, they may flout the rules of the Cooperative Principle. This happens because people usually say something that is difficult for other people to understand. In other words, there is an implied meaning behind his words. The speaker is not aware, so sometimes he plays around with his words. Therefore, it can be concluded that even though the entire communication process seems simple, at some point people will forget that they must be able to convey messages well.

Most of previous researches used conversation on YouTube, Film, Novel, as the object of analysis. The present research analyses the flouting quality maxim found on the Twitter. In this study, data was taken from twitter.com and the Twitter application, where researchers captured tweets on the @ElonMuskAOC account and analyzed them using the principle of maxim quality as an analytical tool. Based on the explanation above, this research proposed. This present research analyzes the flouting quality maxim on twitter @ElonMuskAOC tweets on twitter. There are many the flouting quality maxim given by people in the world. The utterances are expressed through social media Twitter. There are some examples of flouting quality maxim.

TWEET:

@ElonMuskAOC: "How much would you pay for a ticket to Mars?"

REPLY TO TWEET:

@RealShane80: I'd give you all the money in the world since I will be on Mars and money will be an NFT there.

The excerpt above shows that @ElonMuskAOC tweeted "How much would you pay for a ticket to Mars?" and replied by @RealShane80. In the conversation there was a Flouting of the maxim

quality committed by @Realshane80. Where he says "I will give you all the money in the world because I will be on Mars and the money will be NFTs there". This sentence is considered hyperbole because it is excessive. So there is a Flouting of the maxim of quality with a hyperbole strategy. From this background of this study, the researcher is interested to analysis the data and the research title is The Flouting Quality Maxim On Twitter @Elonmuskaoc Tweets

2. METHOD

This method was qualitative. According to Bogdan and Biklen (2007) qualitative research brings about descriptive data in the written and oral form data from the subjects of the research being investigated. It is concerned with providing the description of the phenomena that occur naturally without any intervention of an experiment treatment. According to Krathwohl in Taylor (2016), qualitative research is defined as study that uses words rather than measurements or figures to describe events.

To analyzed the flouting quality maxim in @ElonMuskAOC tweets and comments on twitter the design of qualitative method which implemented was descriptive. According to Miriam (2015), a case study's final output is a detailed, "thick" account of the topic being examined. An anthropological word for the full, literal description of the event or object under investigation is "thick description." The writer came to the conclusion that descriptive qualitative research was a technique to analyzed the flouting quality maxim.

The research design is content analysis. That is because the data comes from conversation that written in @ElonMuskAOC tweet and comment on twitter. Content analysis, according to Holsti in Ainiyah (2019), is any process that determines a message's distinctive qualities consistently and objectively in order to make conclusions about it. It also refers to a method that can be used with both qualitative and quantitative data, either deductively or inductively. Despite being widely utilized in nursing studies, qualitative content analysis has not received much attention in the literature, and the majority of research books simply provide a brief synopsis of this methodology.

3. RESULT AND DISCUSSION

3.1. Result

The finding of the research based on the problem statement.

Table 1. Flouting Maxim of quality types used on twitter of @elonmuskaoc tweets.

No	Type of Quality Maxim	Example	Total	%
1.	Hyperbole	*"The best in the earth & mars."*	5	33,3%

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No		Example	Total	%
2.	Metaphor	*"You're forcing my hand."*	6	40%
3.	Sarcasm	*"I'm going to buy CNN, rename it to 🤡 Network for one day, then shut it down. Thoughts?"*	4	26,7%
Total			15	100%

The table above showed the finding of Flouting Maxim of quality types used on twitter of @elonmuskaoc tweets.

Table 2. intention on using quality maxim used on twitter of @elonmuskaoc tweets an.

No	Intention on Using Quality Maxim	Example	Total	%
1.	Satisfying the Hearer	*"Do your worst globalist tyrants"*	6	28.5%
2.	Convincing the Hearer	*"X is the place in the world."*	1	4.8%
3.	Cheering the Hearer	*"Go, valiant warrior"*	3	14.3%
4.	Mocking the Hearer	*"I'm going to buy CNN, rename it to 🤡 Network for one day, then shut it down. Thoughts?"*	4	19.1%
5.	Building One's Believe	*"Yet, the United States government continues to investigate me? Everything I do is pro-humanity. Maybe they should look internally and see who the real crooks are?"*	1	4.8%
6.	Saving Face	*"Go, valiant warrior"*	6	28.5%
Total			21	100%

The table above showed the finding of intention on using quality maxim used on twitter of @elonmuskaoc tweets an.

3.2. Discussion

By analyzing the Flouting Maxim of Quality Twitter of @elonmuskaoc tweets and the

intention of using the flouting maxim on Twitter of @elonmuskaoc tweets, the first research question was analyzed by Cutting's theory about Flouting Maxim Strategies (2002). Cutting proposed eight strategies for using flouting maxims, which are: being obscure, overstatement, giving too little information, hyperbole, metaphor, irony, banter, and being irrelevant. Elon Musk and the netizens used the flouting maxim both for expressing their feelings and stating their thoughts. Every strategy came up with a certain function and a specific intention for using it. They were used by Elon Musk and netizens with different intentions, as summarized in the following table 4.3.

Table 3. Research Result

No	Type of flouting Maxim of Quality	Intentions
1.	Metaphor	Cheering the reader, Convincing the reader, and Saving Face.
2.	Hyperbole	Satisfying the reader, and Saving Face.
3.	Sarcasm	Building one's belief, and mocking the reader.

Concerned with the type of flouting maxim of quality, this present study identified that metaphor was the dominant type used by Elon Musk on Twitter. There were six of fifteen data points that belonged to metaphor. They used metaphors to convey their intentions in this research. They used metaphors with the intention of cheering the hearer, convincing the hearer, and saving face because they wanted their words to be more interesting to listen to and to get more attention from other netizens. The same underlying reason was also reported by Giriyani and Efransyah (2020), who stated that cheering the hearer was backgrounded by the use of metaphor as the strategy for using the flouting maxim of quality.

Hyperbole was in second place in the percentage degree of flouting maxim of quality type identified in this study. Hyperbole underlined that the reasons were to satisfy the hearer and save face. This possibly occurred because Elon and netizens felt happy about replying one after another; they also wanted to impress other netizens and invite them indirectly to join the coverage. It was different with the finding of Affifatusholihah and Setyawan (2016), which showed hiding the truth from others to keep the information as the main reason for using hyperbole.

While sarcasm became the other strategy for using the flouting maxim of quality in this study, this research found that Elon Musk and netizens used sarcasm to build one's belief and to mock the hearer. They wanted to satirize someone or something, and they wanted to invite other netizens to believe in the statements they made. The same reason was also reported by

Irawan et al. (2021), which stated that building one's belief and mocking the hearer was backgrounded by the use of Sarcasm as the strategy for using the flouting maxim of quality.

4. CLOSING

In this study, it can be concluded that the strategies of flouting quality maxims in @ElonMuskAOC tweets and comments on Twitter are three strategies that are found in the tweets and comments in @ElonMuskAOC posts. Hyperbole, metaphors, and sarcasm. In those tweets and comments, the most common strategy is metaphor.

Based on the results found, there are six reasons found in the @ElonMuskAOC tweet and comment on Twitter. The reasons for flouting the quality maxim are to satisfy the hearer, to convince the hearer, to cheer the hearer, to mock the hearer, building one's Believe, and to save face. The most widely used tweet and commentary is satisfying the hearer, and saving face. After drawing the conclusion of this research, the researcher would like to give suggestion another research.

In analyzing the data, the researcher faces some problems especially in understanding about the material and collecting the data. The data are difficult to categorize. There are many data in tweet and comment on the twitter then the researcher decides to take half the whole data to make it easier.

For the researcher, this study is suggested to be read. This research shows the data clearly and easy to understand. The researcher hopes that the other researcher is able to improve the reason and gain the new knowledge from this research.

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