

CHAPTER I

INTRODUCTION

A. Background of the Study

Pragmatics studies language usage. It has to do with the context and meaning of a speech. Pragmatics is the study of how people can infer meaning from certain speech situations by identifying the previous statements that the speaker is referring to in order to understand and interpret the speaker's words. It only clarified that pragmatics is the process of determining how to interpret a statement in light of the circumstances surrounding it (Noertjahjo et al., 2017).

In terms of communication, information delivery, knowledge exchange, and visual culture, social media have been constantly updating and changing our daily lives. With 2.95 billion active users across the globe today, social media use is becoming more and more appealing, particularly to younger people. Social networks have become the Internet the primary tool for social life maintenance and communication. Any content-based electronic communication platform that allows people to exchange ideas and share information is referred to as social media. This includes blogs, websites, chat rooms, and computer programs (Pikhart and Botezat, 2021).

Social media has a drawback in that it's frequently used to offend and even irritate others. In today's world, the use of derogatory language on social media sites and its effects are big issues. Phrases directed towards a particular group on social media with the goal of hurting them or destabilizing society are referred to as hate speech (Sigurbergsson and Derczynski, 2020).

In social media, language is crucial since without it, interactions and communication would not occur in that setting. The majority of his accomplishments have actually come from his use of language, and his success on social media is solely attributable to this communication tool. Conversations frequently involve social media violations. When there is a lapse in communication throughout the discussion, certain infractions occur. A user who violates a maxim

in their language use, for instance, may unintentionally mislead the reader because they are unable to determine the author's genuine intentions (Ugwu, 2021).

Grice (1975) proposed the cooperative principle to define the conditions for understanding a natural piece of language. The principle, as stated by Grice himself, is to "Make your contribution such as it is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged" (cited in Issa Mehawesh & Ahmad Jaradat, 2015). Cooperative speakers will cooperate with listeners by adhering to specific communicational norms, according to one of the tenets of this theory. It is crucial to use certain expressions that adhere to other, more specific principles or maxims in order to make sure that the meaning of certain utterances can be conveyed clearly and be easily understood by others.

The four maxims that make up the cooperative principle spell out in detail what must be said by the speaker in order for them to be viewed as cooperative. Quantity is the first rule, which states that information must be given in sufficient quantities to enable comprehension and that it must not be withheld or provided in excess so as to obstruct the process of comprehension. The speaker must be truthful and refrain from saying anything for which they lack supporting evidence or are unsure. This is required by the second maxim, which is that of quality. Relation is the third tenet, and it states that the information provided must be directly and honestly related to the conversational topic. The fourth and final maxim is manner, which calls for being concise, orderly, and free of obscurity and ambiguity. According to Grice, a speaker who follows the se four rules won't encounter any miscommunication from the other conversationalist.

Flouting maxim has been studied by several researchers, such as Natasya and Sari (2019), who has studied flouting maxim in finding dory movie. Then Dewi (2015) examined violations of the maxim in Archie comic. Affifatusholihah and Setyawan (2016) examined flouting maxim by Sherlock Holmes and dr. Watson in TV series of Sherlock season 1, Lubis et al., (2021) examines flouting maxim performed by the main character in the edge of Seventeen movie, Zebua et al.,(2017) has studied the violation and flouting of cooperative principles in the

Ellen DeGeneres talk show, another researcher Ibrahim et al., (Ibrahim et al., 2018a) who examines the flouting of maxim in the *se7en* movie script, Giriyani and Efransyah (2020) who examine flouting maxims on the dialogue of characters in *up!* animated movie, Ugwu (2021) examined flouting implicate in language use of social media users: a study of Facebook and WhatsApp chats, Al-Zubeiry (2020) examined Violation of Grice's maxims and humorous implicatures in the Arabic comedy *Madraset Al-Mushaghbeen*, Helmita and Rini Arilesa J (2021) examined Flouting maxim in netizen's utterance on the comment page *popo barbie* Tik Tok account, Ramadhansya and Hartati (2021) examined Flouting Maxim in *SpongeBob Movie: Sponge on the Run*, Septiani (2021) examined A Flouting Maxims Analysis of Conversation on WhatsApp Message, Irawan et al., (2021) examined Reasons for Flouting Maxim in Talk Show, Marlisa and Hidayat (2020) examined the Analysis of Flouting Maxim in *Good Morning America (Gma)* Talk show, Kurniati and Hanidar (2018) examined The Flouting of the Gricean Maxims in the Movies *Insidious* and *Insidious 2*, Gustary and Anggraini (2021) examined The Analysis of Flouting Maxim in "UP!" Movie, Rahayu et al.,(2022) examined Flouting Maxim in Emma Watson's "Being 30 and Happily Single" British Vogue Interview, Sartini and Pertiwi (2021) examined Flouting Maxim in External Radio Communication Aboard Vessel, Taghiyev (2017) examined Violation of Grice's Maxims and Ambiguity in English Linguistic Jokes, Laraswati (2018) examined Finding the Reasons of Using the Flouted Maxims in the Utterances of *Adaline* in the *Age of Adaline* Movie Subtitle, Noertjahjo et al.,(2017) examined Analysis of Flouting and Violating Towards Maxim of Quality in "My Sister's Keeper" Novel, Novebry and Rosa (2019) examined An Analysis of Maxim Violation in Situational Comedy *The Big Bang Theory*, Setiawan and Haryani (2020) examined An Analysis of Maxim Flouting in *Pokémon: Detective Pikachu* Movie.

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.

B. Problem Statement

Based on the information provided above, the problems of the present study can be stated as follows:

1. What are the strategies of flouting quality maxim in @ElonMuskAOC tweet and comment on twitter?
2. What are the reasons of flouting quality maxim in @ElonMuskAOC tweet and comment on twitter?

C. Objective of the Study

The following are the objectives of this study:

1. To classify the strategies for flouting quality maxims in the @ElonMuskAOC tweet and comment on Twitter.
2. To observe the reasons of flouting quality maxim in @ElonMuskAOC tweet and comment on twitter.

D. Benefit of the Study

After doing the research, the writer hopes it can be useful. There are 2 kind benefits of the study as, theoretical benefit and practical benefit. This research can provide the following benefits:

1. Theoretical Benefits

It is hoped that the foam can make a contribution in the form of linguistic theories and can expand knowledge of language in the field of pragmatics. Especially in Flouting quality maxim on social media.

2. Practical Benefits

a) For Student of Linguistics

The result of this study can provide a broader knowledge about flouting quality maxim. It is used as input to use good and correct language rules, especially in learning at school.

b) For the Future Researcher

This research can provide knowledge about strategies in flouting quality maxim. This research can be used for comparison and future growth.