

CHAPTER I

INTRODUCTION

A. Background of the Study

Political debate is a phenomenon that is closely related to political activities in society. Hendrikus (1991, p. 120) defines debate as a clash of arguments between individuals or groups with the aim of achieving victory for one party. In Indonesia, the phenomenon of political debate, especially in the 2024 vice-presidential debate, has become a widely discussed topic among the public. The 2024 Indonesian vice-presidential debate attracts public attention because it has different characteristics from the presidential debate. This difference can be seen in the significant age gap between participants, differences in the level of education they have achieved, and different political career backgrounds. These differences make the interaction between the vice-presidential candidates more interesting to analyze, especially in seeing how they try to convince the public in the vice-presidential debate. The vice-presidential debate is a political event where candidates convey their thoughts and opinions regarding the policies to be implemented. In this debate, participants try to emphasize the positive aspects of the ideas they propose to win the hearts of voters. However, it cannot be denied that in its implementation, candidates often violate existing maxims of communication, either because of political strategy or other function. This phenomenon underlines the importance of pragmatics in understanding how candidates strategically employ language, particularly cooperative principles and speech acts, to affect public views and negotiate the complex interactions of political discourse.

Pragmatics is a branch of linguistics that examines the way language is used in the communication. According to Cutting & Fordyce (2020), pragmatics is a branch of linguistics that investigates the meaning of words within a context. Pragmatics helps people better comprehend the concepts inherent in language. Pragmatics according to Kurniawan & Indriani (2023) defines that people who use their pragmatic knowledge and skills are better able to follow social communication appropriately, effectively, and efficiently. In this context, Grice (1975) says that to enhance communication, cooperative principles are used. The cooperation principle states that the meaning formed in a conversation must be consistent with the context, clear, not violate reality, and not ambiguous. According to Grice's notion of the cooperative principles, the presence of maxims in a conversation, the cooperative principles has four maxims: maxim of quality, maxim of quantity, maxim of

relation, and maxim of manner. Cutting & Fordyce (2020) explains these maxims: (1) The maxim of quality emphasizes truth in words, advising speakers not to speak differently from reality; (2) The maxim of quantity explains that the speaker must speak as much as necessary, providing appropriate portions of information; (3) the maxim of relation expects the speaker to speak in accordance with the context of the conversation; and (4) the maxim of manner states that the speaker must speak clearly and consistently to avoid ambiguity. A conversation will flow well if these four maxims are followed. However, in a conversation, the speaker and the listener might violate the maxim, which is known as the flouting maxim. According to Cutting & Fordyce (2020), a flouting maxim is a circumstance in which the speaker does not follow the norms of the maxim. Cutting & Fordyce (2020), the following are types of flouting maxims: (1) flouting maxim of quality occurs when the speaker says something that contradicts reality; (2) flouting maxim of quantity occurs when the speaker provides too much or too little information; (3) flouting maxim of relation occurs when the speaker says something unrelated to the previously discussed topic; and (4) flouting maxim of manner occurs when the speaker speaks unclearly and creates multiple meanings. By violating the maxim, the speaker seems not to cooperate. The function of flouting maxims can be because there are hidden intentions and reasons that the speaker wants to express. To comprehend the function of the flouting maxim, the concept of speech acts is required.

Speech act theory was first coined by JJ Austin in 1962, then developed by his student John Searle (1969). According to Austin's theory, every utterance and its meanings use different forces to accomplish specific goals. Austin describes the theory of speech acts into three: locutionary (the act of speaking something), illocutionary (the act in speaking something), and perlocutionary acts (the act performed by speaking something). According to Searle (1979), "the theory of speech act starts with the assumption that certain kinds of acts, such as making statements, asking questions, giving orders, describing, explaining, apologizing, thanking, congratulating, are the minimal unit of human communication rather than a sentence or other expression." Searle describes speech acts illocutionary acts more broadly into 5: assertive, directives, commissive, expressive, and declarative. This research focused on Searle's illocutionary acts in discussing the functions for flouting by the 2024 Indonesian vice-presidential candidate.

The previous research has contributed to understanding Grice's cooperative principles, flouting maxims, and data analysis methodologies in this work. In a previous study conducted by Rosyidah (2020), analyzed using the foundational theory of Grice's cooperative principle, data was drawn from the 2019 presidential debates. In this study, data

analysis techniques such as document analysis, content analysis, and literature review are used together with descriptive qualitative research methodologies. The research revealed findings indicating violations of the maxim of relation and quality by the presidential and vice-presidential candidates of number 01, and violations of the maxim of quality by the presidential and vice-presidential candidates of number 02. The research also revealed the function of violation; commissive and assertive and the meaning of the utterances is promising and giving an opinion. This shows the presence of maxim violations in Indonesian presidential candidate debate implementation.

Another research done by Rakhmasari (2023) was based on Grice's cooperation principle concept. This study focuses on the flouting maxim committed by presidential candidates during the second American presidential debate. The study takes a qualitative method, collecting data from American government debate websites. The aim of this study is to investigate the flouted utterances in the second American presidential debate and to answer the question about how the two presidential candidates flouted the maxims. The results show that American presidential candidates violate several maxims, with the most common being the maxim of quantity. Furthermore, various goals were identified in the discussion, including persuading voters, covering deficiencies, and soothing voters. Based on these objectives, it is possible to infer that throughout the debate process, candidates attempt to persuade and comfort voters to vote for them in the election.

Another study based on Grice's cooperative principle, conducted by Lodari & Sabarudin (2018). The study's purpose is to look at various types of maxim violations and the potential motivations behind them by speakers. The research data were derived from transcripts of the second American presidential debate. According to the research findings, American presidential contenders committed a variety of maxim violations, with Donald Trump committing 174 and Hillary Clinton committing 75. The explanations for these maxim infractions are intended to create a good impression for the audience.

The flouting maxim is studied in the study of Firda et al. (2021) in Indonesian talk-show programs. The purpose of this study is to examine and evaluate talk-show talks in Indonesia that contain maxim violations. The data in this study is analyzed using the Grice's cooperative principles. Data from video talks between the hosts and Jerinx or Gede I Ari Astina, who were guests on Kompas TV's *Sapa Indonesia Malam* show, were analyzed using a qualitative descriptive study methodology. This study reveals that there is a 50% violation of the maxim of relation, indicating that a significant number of maxim violations are committed by speakers. The reasons for violations found were changing the topic of

conversation, avoiding answering questions, failing to understand questions, mocking or criticizing other participants.

Research conducted by Lasiana & Mubarak (2020) regarding the principle of cooperation by Grice has aimed to identify various types of maxim violations in dialogue between characters in the *Ruby Spark* movie. Qualitative descriptive methods have been used in this research. This research applies observation methods to collect data from the *Ruby Spark* movie. This research reveals the results that four types of maxim violations have been made by the characters in the movie and the maxim of quantity is the most frequently violated maxim.

Research by Jiwalno et al. (2020) regarding pragmatic analysis, namely violations of maxims expressed by characters in the *Jackie* movie. The purpose of this study is to identify the various types of maxim violations that occur in the *Jackie* movie and to discover the underlying reasons why the characters break these maxims. The qualitative content analysis approach method was applied in this research and in data collection using the observation method. The utterances from the *Jackie* movie —words, phrases, and sentences—that violate maxims are used as the research's data sources. The study's findings revealed that there were 24 statements indicated violated the maxim along with there were four reasons for doing so. Only two motivational types—collaborative and competitive—were identified among the four reasons for breaking maxims.

Previous research related to the field of pragmatics by Erdayani & Ambalegin (2022) aimed to reveal maxim violations in the *Fantastic Beasts: and Where to Find Them* movie by applying qualitative descriptive methods. This study utilized non-participant methodologies and observational methods from the *Fantastic Beasts: and Where to Find Them* movie to acquire data. This research revealed 15 violations of maxims expressed by characters in the film, 9 violations of the maxim of quantity, 1 violation of the maxim of quality, 4 violations of the maxim of relationships, and 1 violation of the maxim of manner. The most frequent violation is the violation of the quantity maxim.

In the previous study by Sabat et al. (2023) revealed the findings of a study of maxim violations in CL Nuna's webtoon *Just Friends*. The purpose of this study is to identify maxim violations that occur in CL Nuna's webtoon *Just Friends* and to identify the types of maxim violations that are most commonly discovered. This research used qualitative descriptive methodologies and tables are used by researchers to make data analysis more efficient. The findings of this study reveal that CL Nuna's webtoon *Just Friends* " violates multiple maxims, with the maxim of quantity being the most commonly mentioned.

Previous research by Yuliani & Ambalegin (2021) found violations of maxims and concealed intentions in the television series *Pretty Liars*. This study employs a qualitative descriptive technique, with data collected by nonparticipant observation. This study used the pragmatic identity technique to analyze data related to maxim violations. The study found that there were 15 maxim violations in the television series *Pretty Liars*, with the maxim of relation being the most commonly broken.

Research by Sabrina (2023) revealed how maxim violations were made by an Indonesian comedian named *Fajar Sadboy* to create humor. Qualitative descriptive methods were used in this research. In collecting data, researchers used sampling techniques from Raditya Dika's YouTube account. This research revealed that the research results showed that there were 15 violations of maxims, with details of 6 violations of the maxim of quantity, 1 violation of the maxim of quality, 3 violations of the maxim of relationship, 4 violations of the maxim of manner, and 1 combination of violations of the maxim of manner and relationship.

In this study, researcher focused on flouting maxim found in the 2024 Indonesia vice-presidential debate. The aim of this study is to clarify the types of flouting maxim and the functions of flouting maxim found in the 2024 Indonesia vice-presidential debate. An example of a flouting maxim case obtained from the 2024 vice-presidential candidate debates is:

GRR: Baik terima kasih, ini karena Prof Mahfud ahli hukum, bagaimana regulasi untuk carbon capture and storage?

GRR: Alright, thank you. Since Prof. Mahfud is a legal expert, how would regulations for carbon capture and storage be formulated?

*MMD: Baik, Mas Gibran yang terhormat. Regulasi, jika ditangani oleh ahli regulasi, tidak harus secara spesifik mengatur setiap detail, kecuali jika proyek pembuatan regulasi tersebut sudah ada. **Dalam pembuatan regulasi, perlu dipertimbangkan bagaimana prosedurnya, pembuatan naskah akademiknya, dan penyesuaian dengan kasus-kasus yang relevan, seperti RKPI dalam ilmu RUU.** Contohnya, jika regulasi sudah ada, pertimbangkan bagaimana mengoptimalkan peluangnya, kapasitas lembaganya, komunikasi publiknya, dan ideologinya. Hal ini merujuk pada konsep dan prosedur. Inilah yang akan kita buat, seperti saat mengatur regulasi tentang karbon dan topik lainnya. Namun, yang terpenting bagi saya adalah adanya sistem pengawasan keuangan dalam apa pun yang kita bangun. Mungkin Mas Gibran sudah tahu atau belum, pada tanggal 9 Desember kemarin telah diterapkan sistem SIPD yang terkait dengan APBN dan lainnya, sehingga uang dapat dipantau mulai dari perencanaan hingga evaluasi. Inilah pedoman utamanya, menurut pendapat saya.*

*MMD: Well, respected Mr. Gibran. Regulations, when handled by regulatory experts, don't necessarily have to specify every detail, unless the regulation-making project already exists. **In making regulations, consideration should be given to the procedures, academic manuscript creation, and alignment with relevant cases, such as RKPI in the science of draft laws.** For example, if regulations already exist, consider how to optimize*

opportunities, the capacity of the institution, public communication, and its ideology. This refers to the concept and procedures. This is what we're going to create, such as when regulating carbon and other topics. However, the most important thing for me is the presence of a financial oversight system in whatever we build. Perhaps Mr. Gibran already knows or not yet, but on December 9th, the SIPD system was implemented, which is related to the APBN and others, so money can be monitored from planning to evaluation. That's the main guideline, in my opinion.

In the question and answer session between vice presidential candidates GRR and MMD, there was a flouting of the maxims of relation and quantity. This violation occurred because vice presidential candidate MMD's response did not address the main issue posed by vice presidential candidate GRR about the legislation that would be implemented for carbon capture and storage regulations. Candidate MMD provided an explanation about how the regulations is created, rather than the regulation that would regulate carbon capture and storage. Furthermore, the vice-presidential candidate broke the maxim of quantity by providing more responses than were requested. At the same time, in his answer the vice-presidential candidate MMD has carried out an assertive speech act. The vice-presidential candidate MMD's reason for answering questions regarding the formation of laws was to explain that making appropriate regulations is necessary. Knowledge of how to form laws or regulations so that laws are obtained that suit needs.

The flouting maxim by vice presidential candidate MMD was intended to provide an explanation of how the legislation is structured in order to avoid misconceptions or inconsistencies when establishing laws based on needs. By examining the phenomenon of maxim violation in the 2024 Indonesian vice-presidential candidate debate, the researcher hopes to look deeper into the flouting maxims committed by the 2024 Indonesian vice-presidential candidates in the 2024 Indonesian vice-presidential debate. The researcher expect that this research will provide readers with a better understanding of cooperative principles and flouting maxim as well as knowledge on how to improve the quality communication in debate.

B. Research Questions

Based on the background of the study presented above, the problems of the study can be listed as follows:

1. What are the types of flouting maxim found in the 2024 Indonesian vice-presidential debates?
2. What are the functions of flouting maxims committed by the Indonesian vice-presidential candidates in the 2024 Indonesian vice-presidential debates?

C. Objectives

Related with the problems above, the objectives of the study below details. The objectives in this study are:

1. To clarify the types of maxims are flouted by 2024 Indonesian vice-presidential candidates in the 2024 Indonesian vice-presidential debates.
2. To reveal the functions of flouting maxim committed by the 2024 Indonesian vice-presidential candidates.

D. Benefits of the Study

This research is expected to be useful in two terms, it is theoretically and practically. Theoretically, it can be used as a reference by other researchers. Meanwhile, practical benefit refers to the contribution of research in providing solutions and solving problems that occur in society. The benefit can be elaborated as follows:

1. Theoretical Benefit

This study is supposed to give useful information for scientific writing. This research may assist anyone learn about pragmatics, flouting maxims and, obtain a thorough understanding of how flouting maxim work in the debates.

2. Practical Benefit

The results of this study may be used as a reference and are meant to offer the reader with a knowledge of how the flouting maxims is executed in a discourse. This study is meant to help other researcher perform comparable studies and to serve as an assessment material.

- a) For Readers: Readers will have an improved understanding of how flouting maxims occur in the debate between the 2024 Indonesian vice-presidential candidates, which will contribute to their comprehension of the vision and mission offered by the 2024 Indonesian vice-presidential candidates.
- b) For Researcher: This study gave the researcher with an in-depth understanding of Grice's cooperative principle and flouting maxim. This project also helped researcher hone research skills, such as collecting data, analyzing, and interpretation. This study provides an important understanding for future researchers.