

CHAPTER II

LITERATURE REVIEW

A. Previous Studies

This section examines past research on a related issue. Previous research has contributed to understanding Grice's 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 relevance 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. 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 maxim violations committed by presidential candidates during the second American presidential debate. The study takes a qualitative method, collecting data from American government debate websites. 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.

Multiple research studies on the same subject have a theoretical foundation in Grice's cooperative principle, which particularly mentions flouting maxims. The research has the same objective, which is to reveal the types of flouting maxims and the functions for flouting maxims. Another similarity is the research methodology, which employs qualitative research methodologies. The distinction between the research methods is the research data sources.

B. Underlying Theories

In conducting research, it is critical to be guided by theories that give a thorough comprehension of the problems involved. Aligning theoretical viewpoints with their application in context necessitates a thorough categorization of each concept. A thorough description of these theoretical principles is required to assure research capabilities.

1. Pragmatics

According to Yule (1996), pragmatics is a branch of study that studies the meaning in communication that the speaker (or writer) intends and the listener (or reader) interprets. This branch of study focuses on comprehending the meaning derived from interpreted communication. Thomas (2014) explained pragmatic meaning in use or meaning in context. While these explanations are extensive and correct, they are quite general for some applications. There is the speaker-intended meaning and the listener-interpreted meaning approaches. The speaker-intended meaning method focuses narrowly on the message's creator, but it might conceal the interpretation process, which incorporates numerous layers of meaning. Meanwhile, the final definition technique focuses more on the message's receiver by eliminating errors, but it can overlook social restrictions while producing utterances. Understanding pragmatics allows us to better comprehend all types of human communication. It allows us to better absorb meaning, respond appropriately, and communicate effectively. Pragmatics is an ideal subject for studying and analyzing communication in human relationships.

2. Cooperative Principle

In 1975, Herbert Paul Grice authored an article titled *Logic and Conversation* that outlined the principles of cooperation. Grice's cooperative principle highlights the importance of offering appropriate responses in communication, for both the speaker (or writer) and the listener (or reader). Each communication participant is responsible for ensuring that communication flows easily, efficiently, and without misunderstanding. According to Grice (1975), the cooperative principle drives individuals to participate as needed in a dialogue.

Grice (1975: 45) defines communication as a cooperative activity in which you must provide the conversational contribution required by the agreed-upon objective or purpose of the conversation in which you are participating. Grice therefore defined four categories of maxims: maxims of quality, maxims of quantity, maxims of relation, and maxims of manner. Conversations will be more effective and understandable if the speakers and listeners follow these rules. Grice's cooperative principle is critical to ensuring that human communication runs effectively, avoids misunderstandings, and conveys meaning.

a. Maxim of Quality

According to Grice (1975), the maxim of quality occurs when the speaker asks a question and the listener responds with accurate and correct information. Listeners

are advised not to provide responses that are incorrect or lack evidence; the information provided must be credible and consistent with the facts. For example:

A: "What do you think of New Jeans' song *Ditto*?"

B: "I find the song beautiful, sentimental, and easy to listen to. It's at the top of the popularity rankings."

In this conversation's example, B implements the maxim of quality by providing an honest and factual evaluation of New Jeans' song *Ditto*. B's response does not violate the maxim of quality.

b. Maxim of Quantity

According to Grice (1975), the maxim of quantity emphasizes the importance of the hearer respond as requested by the speaker rather than providing too little or too much information. In other words, the response should match the speaker's request without adding unnecessary or lacking information. For example:

A: "What are you going to do this weekend?"

B: "I'm going fishing on the weekend."

In the example above, B gives a response that satisfies the maxim of quantity. B answers according to the required portion of the answer without reducing or adding unnecessary information.

c. Maxim of Relation

According to Grice (1975), the maxim of relation highlights the importance of providing suitable and relevant responses to the topic of conversation. The answer offered is related to the question in order to avoid misunderstandings in the communication between the speaker and the listener. For example:

A: "Hi, how are you?"

B: "I had a good day, sir. Thank you. By the way, why did you request me to your room?"

A: "I contacted you because I had a concern about the product marketing plan. What are your intentions for marketing the latest product in June?"

B: "My plan regarding the marketing of the latest product in June is to expand the reach of advertisements to consumers."

In the conversation example above, neither A nor B violated the concept of the maxim of relation. B provided an answer relevant to A's request about the marketing plan for the latest product in June.

d. Maxim of Manner

According to Grice (1975), the maxim of manner encourages both speakers and listeners to talk clearly. In other words, everyone ought to share information clearly and unambiguously. To avoid misunderstanding and ambiguity, speakers should avoid using ambiguous language and talk briefly and clearly. For example:

A: "What did you think of Lesserafims' performance at Coachella yesterday?"

B: "I honestly didn't watch it, because I don't like music festivals like Coachella."

In the example before, B followed to the maxim of manner by providing a brief, unambiguous response that avoided ambiguity. B responded honestly, stating he genuinely did not see Lesserafims' performance at Coachella. He clearly explaining why he didn't watch it, it because he disliked music festivals, not because he hated Lesserafim.

3. Flouting Maxim

Grice (1975) defines maxim flouting as neglecting the cooperative principle. Flouting maxim happens when the speaker purposefully breaks the maxim or unintentionally offers information that confuses the listener, preventing the listener from understanding the content of the conversation. Flouting maxims can make the conversation unclear, cause misunderstandings, and prevent meaning from being delivered.

According to Cutting & Fordyce (2020), flouting maxim happens when the speaker disregards the maxim but believes that the listener will understand the intended meaning. In this case, the speaker expects the listener to focus on the inferred meaning rather than the literal interpretation of the words. To be more specific, the listener should carefully consider the phrase's hidden meaning. The flouting maxim is divided into many maxims according to Grice theory. This includes flouting the quantity maxim, the quality maxim, the maxim of relation, and the way maxim.

a. Flouting Maxim of Quality

Flouting the quality maxim occurs when the speaker expresses something that is not representative of what he or she truly believes, or when their contribution is incorrect, or when they say something that is not supported by sufficient evidence. According to Grice (1975), if a maxim is violated, it may be difficult to locate, but in the right situation, a gesture or tone of voice will reveal the violating maxim. According to Grice (1975), certain types of speech, such as irony, metaphor, meiosis, and exaggeration, can defy quality standards. The essential phrase is presenting incorrect information to the listener. For Example:

A: "Hi, how are the skincare products you bought last month?"

B: "It was quite nice! "Look how many pimples I have on my face!"

In the above conversation, B violates the quality maxim by stating something that is not true. B's statement was not to reassure her that the treatment cream she had purchased was good, but rather that it was so awful that it left her face covered in pimples. This sentence is intended to convey irony towards dislike.

b. Flouting Maxim of Quantity

Flouting the maxim of quantity indicates that the speaker of a dialogue fails to meet the cooperative principle's phrase of maxim of quantity. Information that violates the quantity maxim is information that contains less or more information from an ongoing discourse. In rare circumstances, extra information may be requested as verification of information utterance, but in general, providing additional information directly violates the quantity maxim. For example:

A: "What did you think of the football match between Indonesia and Uzbekistan yesterday?"

B: "No comment"

In this situation, B violated the maxim of quantity. B does not react to A's request, leaving A to assume B's intentions based on tone of voice or expression. For B, his statement may have been intended to explain what he thought about the question in a brief way.

c. Flouting Maxim of Relation

Flouting maxim of relation occurs when the speakers in a communication fail to follow the maxim of relation, they are making irrelevant assertions. If the speaker violates the maxim of relation the speaker expects the listener to imagine what is not intended by the utterance. Typically, the speakers are irrelevant or inconsequential. The flouting maxim happens when the participants does not want to answer the question based on the topic. For example:

A: "I'm considering whether it's better to buy a house or rent"

B: "You know I read a great article about life in the ocean."

In the example above, B violated the maxim of relation. B responded to A's statement by saying something unrelated to the topic being discussed. B's actions could have shifted the conversation to another topic.

d. Flouting Maxim of Manner

Flouting maxim of manner occurs when someone employs unique things to convey their ideas or uses unclear language to give complicated meanings. In this situation, the speaker utilizes difficult-to-understand language, requiring the listener to probe deeper into the speaker's intended meaning. For example:

A: "Did you get the item I asked for easily?"

B: "Oh, of course! It just fell from the sky, and I threw it upon your desk smoothly!"

In the previous conversation, B's response is sarcastic and confusing to speaker A. B's statement is unclear as to whether he actually received the thing A asked effortlessly or if he had a difficult time getting it and wanted to make it look humorous.

4. Speech Act

Austin (1962) invented speech acts, and his student Searle (1969) expanded on them theoretically. Austin's speech act is broken down into three categories: (1) the locutionary act, which is the act of speaking; (2) the illocutionary act, which has an intended meaning; and (3) the perlocutionary act, which affects the hearer's emotions, behavior, or ideas. Austin's theory and Searle's (1969) are not the same. Searle categorizes speech acts into five groups: (1) Assertive are statements that characterize a situation with the presumption that they contain a true assertion. Words are formed by the speaker in an attempt to describe the world, as evidenced by assertions, statements, claims, and recommendations; (2) directive are utterances intended to motivate someone else to do something. Through a request, instruction, or piece of advice, for example, it seeks to persuade the listener to do something; (3) commissive are utterances that bind the speaker to a specific course of conduct in the future. The speaker makes a promise, an offer, or a treat about a specific future course of action; (4) expressive are utterances used to convey the sincerity of a spoken act, such as apologies or empathy; and (5) declarative are statements that make a claim, like claiming someone is guilty or initiating conflicts.

In exploring Searle's speech act theory, the following is a function of the five types of speech acts:

Table 1. Function of Speech Act

Type of speech act	Function
Assertive	Facts, assertions, conclusions, claims, and describing.
Declarative	Declaring, announcing, and resigning.
Expressive	Likes, dislikes, sorrow, pain, sympathizing, thanking.
Directive	Asking, begging, forbidding, commanding, suggesting, warning, ordering, and requiring.
Commissive	Planning, treating, refusing, promising, and agreeing.

5. Speech Context

The speech context refers to the situation or setting in which a speech is given or a message is conveyed. Yule (1996:21) defines context as the linguistic environment where a referring expression is utilized. The context plays a crucial role in shaping the meaning, interpretation, and impact of the speech or message. There are four types of speech context, such as:

a. Linguistics Context

The words and phrases that surround any part of a speech and contribute in determining its meaning. The term “fly” can have various meanings depending on the linguistic context, such as a flying insect, the space over the stage in a theater, or a verb indicating move through the air.

b. Physical Context

The place, setting, and time of a speech event. For example, the physical context of a restaurant, and perhaps even the speech conventions of those who work there, may be crucial to the interpretation of speech related to food or the service.

c. Cultural Context

Norms, beliefs, and traditions that shape the communication process. The cultural context affects the usage of etiquette, idioms, and gestures.

d. Social Context

The social context refers to the social circumstances in which the speaker and listener interact, as well as the social roles, status, traditions, and culture that impact how communication happens. The social context affects the usage of the diction, tone, and speaking style.

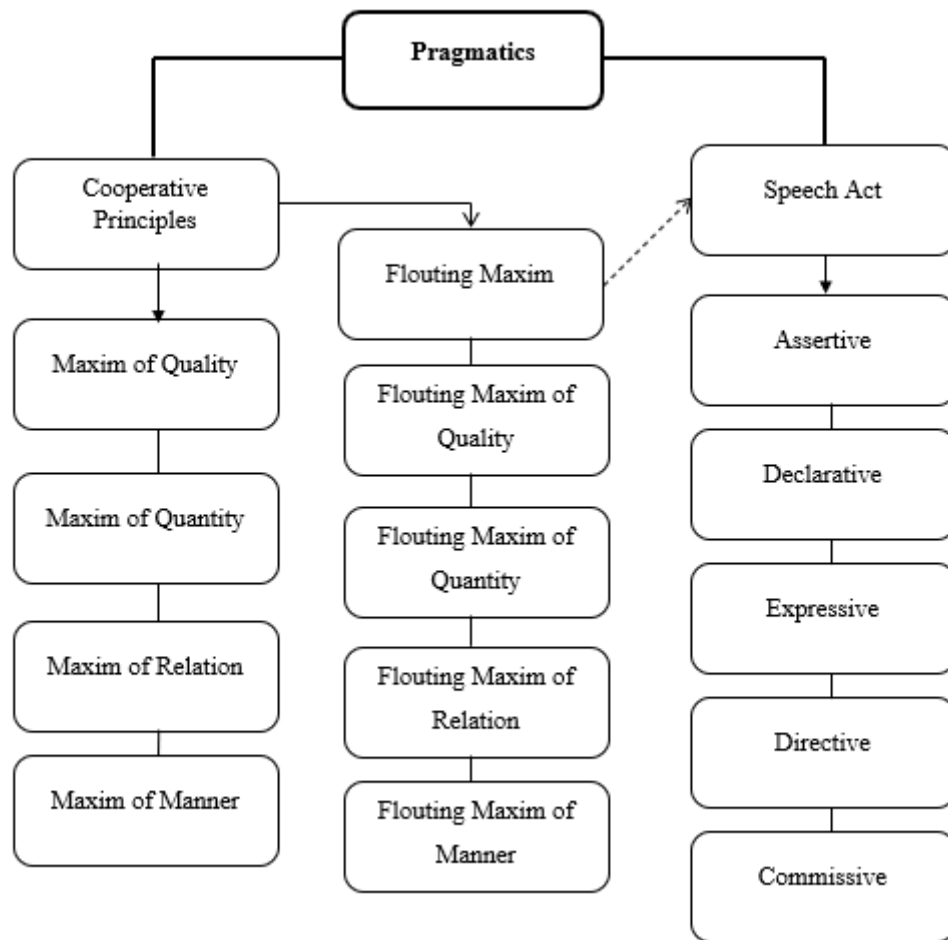
6. Debate

Debate is a structured communication process in which two or more sides provide arguments and evidence to support their positions or opinions on a certain issue or topic. Hendrikus (1991, p. 120) defines debate as opposing arguments between individuals or groups aimed at attaining victory for one side. The debate's purpose is typically to gain a greater understanding of the subject, to find an acceptable solution or judgment, or to win an argument by convincing the audience or authority. A debate is a method of presenting arguments between two or more parties over a specific topic, such as economic, political, or socio-cultural issues.

On this day, presidential and vice-presidential candidate debates take place in several nations throughout the world. The purpose of this debate is to determine how well the presidential candidates and vice president candidate comprehend their respective views and goals. Presidential candidate debates have been held in Indonesia since 2004, with the inclusion of vice-presidential candidate debates beginning in 2014. The Indonesian vice-presidential candidate debate allows the presidential and vice-presidential candidates to connect directly with the public and express their strategies, vision, and mission. The discussion between the presidential and vice-presidential candidates is broadcast across multiple media platforms, both digital and print, to reach a larger audience.

C. Theoretical Framework

The researcher then developed a theoretical framework for this study based on the explanation above. The object of this research were the flouting maxims committed by the 2024 Indonesia vice-presidential candidates in the 2024 Indonesian vice-presidential debate. The purpose of this study is to clarify the types of flouting maxims and the functions of flouting maxims in the 2024 Indonesian vice-presidential debate. The theoretical framework of this study is based on the ideas of pragmatics, the cooperative principles, flouting maxims, and speech acts. As is commonly known, vice-presidential candidates use the cooperative principles to achieve certain goals. However, the phenomenon of flouting maxims committed by vice presidential candidates to achieve these goals was found. Vice-presidential candidates flout maxims for various functions, including providing information, giving advice, expressing sarcasm, and stating claims by showing speech act.



Picture 1. Theoretical Framework