

# FLOUTING MAXIMS IN *HITAM PUTIH* TALK SHOW

(*Pengabaian Maksim dalam Talk Show Hitam Putih*)

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## **Abstract**

Communication between speakers and hearer should fulfil maxims in order to have an effective communication and to avoid misunderstanding. In fact, sometimes people flout the maxims. People mostly have reasons behind that and whenever a maxim is flouted there must be an implicature to save the utterance from simply appearing to be a faulty contribution to a conversation. The importance of the research is about finding out the dominant flouting of maxims during the conversation between the participants in *Hitam Putih* talk show. Besides, the purposes of why flouting the maxim was also displayed as to make this research become more comprehensive. In analyzing the data, the writer uses Grice's theory on maxim. The data were collected by searching, listening and making the transcription, deciding which maxims are flouted based on the criteria, finding the intension of the flouting. As the result, the writer found that the first most flouted maxim is the maxim of quality. The reasons of flouting this maxim are to make a joke and to give a clearer information. In making a joke, a speaker can pretend not to know something, pretend not being honest. Another flouted maxims are also found from the data which are flouting the quantity maxim to give clearer information, to stress something, to avoid unpleasant situation. The relation maxim is also flouted as being polite, and the last the manner maxim is flouted as to make a joke. The characteristic of Indonesian speaker with long winded and not to the point, influence the flouting the maxim.

**Keywords:** speech act, context, cooperative principle, flouting maxims, Hitam Putih talk show

## **Abstrak**

*Dalam peristiwa pertuturan, kadang-kadang penutur dengan sengaja mengabaikan maksim. Perilaku penutur dalam mengabaikan maksim tentu didasari alasan maksud tertentu. Penelitian ini sangat perlu dilakukan untuk menemukan pengabaian maksim yang paling dominan selama perbincangan antarpartisipan dalam acara Hitam Putih. Analisis data menggunakan teori Grice yang berkaitan dengan maksim. Data dikumpulkan dengan cara mencari, menyimak dan mentranskripsikan, memperhatikan video, memutuskan maksim apa yang diabaikan berdasarkan kriteria pengabaian dan menemukan tujuan terselubung dalam mengabaikan maksim tersebut. Peneliti menemukan bahwa maksim kualitas adalah maksim yang paling banyak diabaikan. Tujuannya adalah untuk membuat lelucon dan untuk memperjelas informasi. Dalam membuat lelucon tersebut, penutur dapat berlaku pura-pura tidak tahu tentang suatu informasi, berpura-pura untuk berbohong. Maksim lain yang juga diabaikan adalah maksim kuantitas, tujuannya adalah untuk memperjelas sebuah informasi, menegaskan informasi dan untuk menghindari situasi yang kurang nyaman. Maksim relasi juga diabaikan dengan tujuan untuk menjaga kesopanan, dan yang terakhir adalah pengabaian maksim cara untuk menciptakan lelucon. Karakteristik orang Indonesia yang bertele-tele dan tidak mengena langsung pada poin yang dibicarakan, telah mempengaruhi pengabaian maksim yang terjadi.*

**Kata kunci:** tindak tutur, konteks, prinsip kooperatif, pengabaian maksim, Hitam Putih

## INTRODUCTION

Communication helps people avoid misunderstandings and know what others think. In an interaction, the speaker and the hearer should naturally and equally aware that there are rules governing their actions in using the language and their interpretations towards what speakers say to the hearer. This is in line with the opinion expressed by Alan (in Wijana, 1996:45) that each participant of a conversation is responsible for the actions when speaker and hearer use the language to communicate. Grice (1975 in Morgan, 2011) stated that when we communicate, we assume, without realizing it, that we, and the people we are talking to, will be conversationally cooperative—we will cooperate to achieve mutual conversational ends.

In fact, the conversation among people does not always run well. Sometimes there is lie, ambiguity, irrelevant or uninformative conversation which creates confusion even misunderstanding among the participants. The conversation that happens among two persons sometimes does not occur the way it supposes to be occurred because what person saying does not simply imply the meaning of the utterances and the interlocutor cannot accept it. What people say is more than words. The messages delivered in conversation (in a talk show for instance), however, are not always understood by the hearers. That is why, if a person who hears an utterance cannot understand the message, she/he might experience misunderstanding, confusion and even anger. In performing utterances, some people do not always want to cooperate or do not want to fulfill the maxim because they have certain reasons such as to avoid unpleasant situations, to be polite, and to make jokes. Nurindah (2008) stated that the reasons of flouting this maxim are to stress something, to cover something, to save the time, to be clear, to show caring, to be cynical, to expect something and to give solution. It has already

pointed out that the conversational maxims are broken rather more often than linguistic rules (e.g. in grammar). Sometimes, the conversation that happens among two persons does not occur the way it supposes to be occurred because what person saying does not simply imply the meaning of the utterances, and the interlocutor cannot accept it.

Therefore, it is important to learn more about communication. Yule (1996:3) proposed that Pragmatic is a branch of linguistic which concerns with the study of meaning of communications between two speakers and hearer. Pragmatics can be used to analyze everyday conversation. In having a conversation, even though it is not necessary, people can fulfill the Cooperative Principles. Cooperative principle is a basic assumption in conversation that each participant can attempt so that they contribute appropriately, at the required time, to the current exchange of talk. Therefore, Cooperative Principle can help people to cooperate in conversation (Yule, 1996:128).

Maxim flouting is interesting to be discussed since it can help people analyzing the meaning behind conversation. There are some previous study which are relevance to this research. Nasution (2014), Saragi (2015), (Andresen, 2014) and Oktavia (2014) had done previous researches about flouting maxim in talk show and in films. Nasution (2014) and Saragi (2015) only made a classification and found which maxims are flouted dominantly when speaker and hearer did a communication during the talk show. Flouting maxim quantity and relevance were dominantly occurred during the conversation. Whereas Andersen (2014) and Oktavia (2014) did this kind of flouting maxims research in a comedy series and in a film and found that maxims of quantity is dominantly flouted. Andersen gave a further explanation that the the flouting of quantity maxim was deliberately made by the speaker as the speaker wanted to entertain herarer by making

a joke. While Oktavia showed that in a film, the flouting of quantity maxim was occurred as to delivering expression, hiding the truth, avoiding bad things which might occur, and keeping the other feeling.

This research would also display a flouting maxim in a conversation. A conversation may takes place in a natural circumstance in an informal occasion like in a market, in a cafe between friends or between brothers and sisters. But, a conversation may also takes place in a formal occasion like in an interview, talk show on television. Talk show, is one of the shows on television that can attract the attention of many people especially if the talk show involves famous people. The language delivered must be noticed by many people or even imitated by many people. That is why interviews in a talk show, the language that participant, is interested to discuss on the way they interact to share information by expressing opinions something.

The conversation in a talk show, between speaker and hearer are coming naturally and deliberately, not because it something that has been memorized like in a film where all the dialogue are based on a script prepared by a director which it is sometimes not naturally comes from the speaker's mind. When someone talks naturally, the possibility of flouting the maxims can occur more often. One of the talk show being observed in this research is *Hitam Putih*, with Deddy Corbuzier is the host.

This research was conducted almost similar to the previous research, but becomes different when this research discussed about why a certain maxim is flouted not another maxim to meet a certain purpose. This research was proposed to be done as to find out the dominant flouting of maxims during the conversation between the participants, Deddy Corbuzier and Agnes Monica, in *Hitam Putih* talkshow was happening. The purposes of flouting the maxim is also displayed as to make this research more

comprehensive. When someone flouts a certain maxim, there must be purposes of flouting it.

To find out solution to the problems, some theories were applied to analyze data. By analyzing the data, and the result were formulated to answer the problems.

### **Speech Act**

According to Yule (1996: 47), communication plays an important role in any kind of relationship. The most reason why people do communicate with others is that we need others. While we say something that requires the others to have actions performed, we can say it is a speech act.

Searle (1979) stated that whenever humans interactively engage in speech acts, they concomitantly perform three types of acts, (1) a locutionary act: the act of saying something, which is roughly equivalent to uttering a certain sentence with a certain sense and reference, according to specific grammatical conventions. In performing a locutionary act speaker uses an identifiable expression, which is usually assessable in terms of its truth value; (2) an illocutionary act: the act that the speaker intends to accomplish by means of a certain locution and by the conventional force assigned to the locution; (3) a perlocutionary act: the act that is produced as a consequence or effect of uttering a specific locution, what is brought about or achieved by saying something, such as – convincing, persuading, deterring, and even surprising or misleading. – Such an effect may be predictable by the conventional status of most illocutions, but may be equally produced irrespective of the speaker's intentions and illocutionary force of their speech act.

### **Context**

The utterance is the real, physically graspable unit of meaning that carries some informative

contribution through – the words used, – the structure, – its location in the conversation setting, – the additional senses it triggers within that particular context, – the immersion in the overall system of gestures and other ways of conveying meaning. The most important of these sources is the context of utterance (the background knowledge of the interlocutors, information conveyed in other parts of the conversation or written text, as well as the baggage of world experience of interlocutors).

Context in Pragmatics are those of both linguistic and non-linguistic, things in the place of speech and background knowledge which shared both by Speaker and hearer that enable to explain meaning of speech, so that both can understand each other. Context is defined as aspects relating to the physical and social environment of a speech that help speakers interpret the meaning of the speaker's utterances.

Therefore, language has meaning only if it is in a situation context. The meaning of an utterance is interpreted through an utterance with regard to the context, because the context that will determine the meaning of a speech based on the situation. That is, context is very influential in interacting. This also led to the opinion or conclusion that Pragmatic is contextual. There are four kinds of context, as follows, (1) participants or speaker and hearer with their status and roles; (2) acts or all actions they perform, verbally and non-verbally; (3) relevant characteristics including surrounding events having connection with the course of present action; and (4) the impacts the speech acts give on interlocutors or the changes of events as the consequence of speech.

### **Implicature**

Grundy (2000:76) states that whenever a maxim is flouted there must be an implicature to save the utterance from

simply appearing to be a faulty contribution to a conversation. Implicature is a term which is used to describe something that is conveyed beyond the semantic meaning of the words in a conversation, something that adds an extra level of meaning. Implicatures can be divided into two kinds, conventional implicatures and conversational implicatures. Conventional implicatures are words that can carry an implicature within a sentence. Four words that function as implicatures on the sentence level are but, even, therefore and yet Thomas (1995:57). He explains that in the utterance “she was cursed with a stammer, unmarried but far from stupid” but has the function to convey the opposite of the expectations, which is to say that unmarried people are usually stupid. A conversational implicature, on the other hand, is when an utterance in a conversation has more meaning than the words uttered.

### **Cooperative Principle**

Grice stated that when speaker and hearer communicate it is assumed, without realizing it, that speaker, and the people someone is talking to, will be conversationally cooperative-will cooperate to achieve mutual conversational ends.

In order to fulfil the cooperative principle, Grice acknowledge the Cooperative Principle as these following (Grice, 1975).

- 1) Maxim of Quantity
  - a. Make your contribution as informative as is required (for the current purposes of the exchange).
  - b. Do not make your contribution more informative than is required.
- 2) Maxim of Quality: Try to make your contribution one that is true.
  - a. Do not say what you believe to be true.
  - a. Do not say that for which you lack adequate evidence.
- 3) Maxim of Relation: be relevant.
- 4) Maxim of Manner: Be perspicuous.

- a. Avoid obscurity of expression.
- b. Avoid ambiguity.
- c. Be brief (avoid unnecessary prolixity).
- d. Be orderly.

### **Flouting Maxims**

According to Grice, there are five ways of failing to observe the maxims. The first one is flouting a maxim, where a participant in a conversation chooses to ignore one or more of the maxims by using a conversational implicature. Ignoring maxims by using conversational implicatures means that the participant adds meaning to the literal meaning of the utterance. The conversational implicature that is added when flouting is not intended to deceive the recipient of the conversation, but the purpose is to make the recipient look for other meaning Thomas (1995:65). Flouting a maxim also signals to the hearer that the speaker is not following the co-operative principle (Cruse 2000:360). The example of a conversational implicature demonstrates how a flouting of the maxims works. Here the ambulance man is deliberately saying something that is not true, which flouts the maxim of quality and tells the interlocutor to look for another set of meaning (Thomas 1995:58). There can be some difficulty understanding flouts since the process itself does not intend to give a justification or an explanation for the flouting (Cruse, 2000: 360).

The co-operative principle includes four conversational maxims, as suggested by Grice. The first maxim is the Maxim of Quantity, the maxim of quality, the maxim of manner and the maxim of relevance. A cooperative speaker can intentionally disobey a maxim, as long as s/he or the context provides enough indicators for the hearer to notice it. This is called flouting a maxim and is used to indirectly convey information. Flouting the maxim happens when one of the maxims is violated by some utterance, and yet

we are still assuming that person is cooperating with us in communication. Flouting maxim divided four types they are flouting the maxim of quality, flouting the maxim of quantity, flouting the maxim of relation and flouting the maxim of manner.

Flouting maxim is that a situation in which the speaker presumably means to observe the Cooperative Principle, and yet s/he is blatantly not observing a maxim; if he is not inept, s/he must mean something additional to what s/he is saying. When non-observance of a maxim is deliberate and intended to be recognized as deliberate, this is a case of Maxim Flouting (Hancher, 1978 in Kreidler, 1998).

Flouting of a maxim means that hearer blatantly fails to observe a maxim, not with any intention of deceiving or misleading, but because the S wishes to prompt the H to look for a meaning which is different from, or in addition to, the expressed meaning (Thomas, 1995:65). Mey (1996:70) reinforces Thomas's claim by providing a more concise yet comprehensive definition of 'flouting', understood as a case of verbal communication when "we can make a blatant show of breaking one of the maxims in order to lead the addressee to look for a covert, implied meaning".

In performing utterances, some people do not always want to cooperate because they have certain reasons such as to avoid unpleasant situations, to be polite, and to make jokes. Those kinds of acts can fall into categories such as maxim flouting, maxim violation, maxim infringement, and maxim opt out. Many factors that caused a communication not cooperative Chaer (2010:39). (1) the hearer knows nothing about the knowledge, (2) hearer is unconscious, (3) hearer is not interested, (4) hearer is not pleased and trying to avoid, (5) (6) speaker and hearer does not understand, (7) hearer is constrained to code of ethics, (8) speaker and hearer are joking.

***Flouting the Quality Maxim***

Flouts exploiting the Quality Maxim: Such flouts occur when the speaker says something which is and needs to be perceived as blatantly untrue. – On Christmas, an ambulance picks up a collapsed drunkard who collapsed on the sidewalk. Soon the drunkard vomits all over the paramedic. The paramedic says: – ‘Great, that’s really great! That’s made my Christmas!’ Inferencing in the Gricean framework unfolds as follows: 1. The paramedic expressed pleasure at having somebody vomit over him 2. There is no example in recorded history of people being delighted at having somebody vomit over them. 3. I have no reason to believe that the paramedic is trying to deceive us. 4. Unless the paramedic’s utterance is entirely pointless, he must be trying to convey some other proposition. 5. The most obviously related proposition is the exact opposite of the one he has expressed. 6. The paramedic is extremely annoyed at having the drunkard vomit over him.

***Flouting the Quantity Maxim***

Flouts exploiting the Quantity Maxim: When a speaker blatantly gives more or less information than required, s/he may flout the Quantity Maxim and deliberately talk either too much or too little in compliance with the goal of the ongoing conversation: for example: George Costanza’s message on his answering machine: Believe it or not, George isn’t at home. Please leave a message after the beep. ‘I must be out or I’d pick up the phone. Where could I be? Believe it or not, I’m not at home.’ • George provides redundant information – obviously, a person is either at home or they are not – alongside with acknowledging the hearer’s disbelief as to his not being in.

***Flouting the Quantity Relation***

Flouts exploiting the Relation Maxim: As a rule, such flouts tend to occur when the

response is obviously irrelevant to the topic (abrupt change of topic, overt failure to address interlocutor’s goal in asking a question): – Father to daughter at family dinner: Any news about the SAT results? – Daughter: Ice-cream anyone? Daughter is reluctant to discuss SAT issues either because she feels her family are too intrusive or because she has no good news (her score is quite low). To postpone discussing the topic, she switches the line of conversation to a ‘safe’ topic, such as an offer to serve ice-cream.

***Flouting the Maxim of Manner***

Flouts exploiting the Manner Maxim: In most cases, such flouts involve absence of clarity, brevity and transparency of communicative intentions. In the example below: – Interviewer: Did the Government promise teachers a raise and did not start any legal procedures about it? – Spokesperson: I would not try to steer you away from that conclusion. The long-winded and convoluted response is not caused by the Speaker’s inability to speak to the point because the Speaker faces a clash of goals: she would like to cooperate during the interview but successful conversation conflicts with another goal: sparing the government she is the spokesperson of from acquiring an unfavourable public image.

***Hitam Putih Talk Show***

*Hitam Putih* is a talk show in Trans7 TV channel. The event was hosted by Indonesian mentalist Deddy Corbuzier. Each show presents inspirational themes that are brought in casually. The guest stars are often made helpless when given critical questions by Deddy Corbuzier. In the early years, Deddy Corbuzier often slipped his distinctive magic acts on one segment of the show. But later *Hitam Putih* focus more on the theme and thoughts on the phenomena raised in the episode that time. The spontaneous character of Deddy often invites laughter and makes the

show interesting. On Thursday 16<sup>th</sup> January 2014, Deddy Corbuzier announced that *Hitam Putih* in Trans7 was officially ended. This decision made people disappointed, because the television program guided by Deddy Corbuzier is considered to give a lot of inspiration. Many people have requested that the show be aired again. Until finally *Hitam Putih* returns to air on February 3<sup>rd</sup>, 2014 every Monday to Friday at 6:30 pm. This TV Show has been given many awarded for it is nominated as the most favourite talkshow of the year by Panasonic Gobel Award in 2014.

## RESEARCH METHOD

This research was designed as a descriptive research. This study use descriptive qualitative research design because it is limited to analyze and describe the types of of flouting maxims that are produced during the talk between Deddy Corbuzier and Agnes Monica in *Hitam Putih* talk show. By the term qualitative research, it means any type of research that produces findings not arrived at by statistical procedures or other means of quantification (Strauss and Corbin, 1998:11).

The data were the utterances of Deddy Corbuzier and Agnes Monica. Deddy Corbuzier as the host and Agnes Monica as the guest star are the two of participant who involved in this research, and their utterances during the talks or the communication are used as the data to this research. *Hitam Putih* talk show was chosen because this talk show displayed many flouting of maxims since the utterances are coming naturally and are not prepared in which there will be tendencies to produce utterances that flout the maxim.

The data were collected from a video of *Hitam Putih* talk show which was in one hour-and-three minutes duration of interaction. The video was saved offline from Youtube video collection.

Before deciding one video taken as the source of the data, a pre-observation had been

done. The pre-observation were conducting by observing several videos with the same field of topics, same background of guest stars (singers), same genre of talkshows (not a gossip-like talkshows but such an inspirational-and-relax talkshow). *Hitam Putih* talkshow was finally chosen with Agnes Monica as its guest star. It was because *Hitam Putih* was one of an influential talkshow with high-rated level of viewer. Agnes Monica was also such an inspirational young singer as well. Most important consideration, during their interaction was carrying on, the flouting of maxims occurred almost in every sequence of interaction. Because of this important reason, finally it was decided to put this talkshow as the source of the data to this research. In conclusion, pre-observation and depth-observation were two techniques used to collect data.

In documenting the data of the study, the research instrument in collecting data is the researcher herself. This study stated the researcher as documetator who collects and analyzes the data which are in the forms of utterances.

The data were collected by using audiovisual material downloaded from Youtube (<https://www.youtube.com/watch?v=phDH9Tns9BU>) entitled "Special with Agnes Monica". All the utterance were transcribed otographically. After the data were collected, the researcher classified and analyzed them based on Gricean theory. This study used several steps in order to collect the data; watching the *Hitam Putih* talk show and trying to understand the conversation, observing the dialogue, transcribing the data, classifying the data, note taking and the last, Cross-Checking the data. The utterance produced by Deddy and Agnes are in Indonesian language, but sometimes they mix the language with English since both of them lived abroad for long time, but the utterances are all translated into English.

The data which has been collected, transcribed, and classified are then analysed as to find out the flouting of maxim. The Gricerian theory is applied as to analyze the data. After finding out the maxims flouted, then the researcher also finds out the purpose of why a speaker flouts a certain maxim. And why that certain maxim is flouted but not other maxim.

**DISCUSSIONS**

The collected data which indicated containing flouting maxims in conversational conversation features will be presented in order, by classifying them into sub headings for each features as proposed by Grice in his theory about flouting maxims, they are maxim of quality (truthfulness), maxim of quantity (in formativeness), maxim of relation (relevance), the maxim of manner (perspicuity).

**Table 1**  
**Flouting Maxims and Its Intention**

No	Flouting Maxima	Speaker's Intention (Implicature) of Flouting the Maxims
1	Flouting Quantity Maxim	To Give Clear Information To stress something To avoid unpleasant Situation
2	Flouting Quality Maxim	To make a Joke for speaker felt being imposed To give clear information
3	Flouting Relation	To be polite
4	Flouting Manner Maxim	To make a joke

The data are analyzed as to see; the type of flouting of maxims and the functions (purpose/intention) of flouting the maxims in *Hitam Putih* talk show. This following

displayed the results related to the statements of the problem and objectives of the analysis.

Note: Symbols and Abbreviations:

// overlap (Speaker and hearer are talking at the same time).

[ ] description about the situation and the gesture when the speaker is communicating.

D represents Deddy Corbuzier

A represents Agnes Monica

The four maxims are flouted during the dialogue. The flouting of quantity maxim is the dominantly occur when Agnes and Deddy are communicating. When someone flouts a certain maxim, at the same time someone is fulfilling another maxims. If not, there must be something wrong with the speaker. In the case of *Hitam Putih* talk show, the flout occurs during the talk are blatantly made by the speaker, both by Agnes and Deddy. The purpose of the flouting the quality maxim, or even other flouted maxim, occurred for some purposes which are giving clearer information, to stress something, making jokes, avoiding unpleasant situation related to the question, as can be seen from this following:

**Flouting Quantity Maxim as to Give Clear Information**

This data below showed that Agnes flouted the quantity maxim as to give clear information.

**Context:**

Agnes has made many success during her carrier, moreover her carrier in international level. Deddy gives question about what Agnes has been sacrificed to get her success.

D: tapi kan to get everything like that, you have to lose some, *pasti ada hal-hal yang dikorbankan gitu.*

(but, in fact, to get everything like that, you have to lose some, there must be something you need to sacrifice.)

A: sacrifices *nya itu sebenarnya ee masalah yang eee waktu. Udah bener-*



*bener ga ada lagi hampir kayak, aku tu sampe ada di sebuah posisi di mana aku tuh numb. Numb itu kayak ee (the sacrifices is actually errrr the time. There is no time at all, something like, I am in one situation that I am numb. Numb is like errrr)*

D: numb is?

A: *numb itu kayak eee sampe udah kayak gak bisa, kayak mau capek juga bingung gitu jadi kayak sampe (Numb is something like errr a feeling that I can't, like I can't feel anymore that I feel tired, something like*

D: //hectic?

A: *sampe udah ga ada waktu buat mikir kalau badan gue capek, gitu. Jadi sampe eee, aku nyampe misalnya di New York cuma ee aku masih jet lag, aku mesti meeting, mesti ini, mesti recording, mesti ini. Trus tiba tiba baru jet lag nya udah mau kelar aku mesti balik lagi ke Indo, hanya untuk supaya aku bisa berangkat ke Jepang misalkannya hanya untuk perform, jadi aku sampe ada di posisi di mana aku tuh gak tau gue tu lagi ada di mana jadi aku tuh udah udah bengong gitu. (it's something like I have no more time to think that my body is tired. So errrr for example in New York, I still feel jet lag, I have to do a meeting, have to do this, have to do the recording. And then, when I still feel the jet lag I have to go back to Indonesia, only that I can go to Japan to perform for example. So I have been in situation "where am I now? I was already stunned).*

The flout of quantity maxim occur when Agnes gives answer to the question about what Agnes has sacrifice in order to reach her success in singing. She gave a long explanation when she can only mention the things that has been sacrificed in her carrier. This flout of quantity maxim in order to give clear and real situation by telling Deddy about her situation of feeling numb, since she has no time to get a rest. Maxim of quantity and

its implicature occur when Agnes conveys messages that are not as informative as they are required or the information is too much and unnecessary. She flouted the maxim of quantity, since she gave too much information to Deddy, while too much information can distract the listener. However, it is not very difficult to recover the implicature that Agnes wants to show to Deddy that she is totally lose her time. That is why Agnes says that it is 'time' that she has sacrificed the most.

### **Flouting Quantity Maxim as to Stress Something**

Another examples of data showing that Agnes was flouting the quantity maxim to stress something about whether her carrier is just an ambition or not.

#### **Context:**

Agnes has sacrificed her time to gain her succeed to make an album in international level. Deddy would like to know, in relation to what Agnes has sacrificed whether it is just an ambition.

D: it is an ambition or not?

A: *sometimes orang mistaken ya, atau melihat aku dengan cara pandang yang oh, "dia gold riven banget" atau "dia terlalu obsessive" sebenarnya*

(sometimes people are mistaken, or see me from the persepective of "she is gold riven" or "she is just too obsessive")

D: //but it's not?

A: *aku kenapa pada akhirnya bisa menjalani segitu lama nya really I've been in this business for twenty one years kalau itu bukan karena my passion aku gak tahu itu apa kan. Dan walaupun aku mau elevate my carrier, itu bukan karena obsessive guys, itu karena I love to learn. Aku orang yang dari dulu menghargai proses.*

(me myself, why finally I can walk through this situation so long, really

I've been in this business for twenty one years, if it is not because of passion then I don't know what it is. And if I want to elevate my carrier, it's not because of obsessive guys, but because I love to learn. I am a person who appreciate processes.)

D: *bentar ya host nya belum belum ngomong*  
(wait, I have not got my turn to talk)

In this part, Agnes flouts the quantity maxim. When Deddy asks a question "it is an ambition or not?" Agnes does not answer the information needed. She, in fact, gives long explanation rather than directly comes to the answer 'yes, it is ambition' or 'no, it is not an ambition'. Deddy says "but it's not" to clarify that it is not ambition, to make sure the answer given by Agnes whether it is a 'yes' or 'no'. Again, Agnes wants to give clear emphasizing to tell reason of why Agnes says that it is not an ambition by telling that she actually loves to learn and love the processes to gain success. Because Agnes has given too long explanation to the question, Deddy as the host tell Agnes "wait, I have not got my turn to talk". Agnes, as has been showed previously, has had many experiences in entertainment for more than twenty years, she has got many awards related to her succeed in her carrier, she has many chance to meet, talk and collaborate with many people. This might be the reason that make her really controls the topic, she knows the topic well. Finally she talks dominantly that make Deddy finally said "wait, I have not got my turn to talk".

### Flouting Quantity Maxim as to Avoid Unpleasant Situation

#### Context:

Deddy wants to know whether Agnes will get married someday. Deddy thinks that Agnes take too much attention to her carrier that Deddy afraid Agnes is not thinking to get married after Agnes is settled down.

D: *bukan, maksud saya gini will you get settle down? Will you get married one day?*

(no, I mean, will you settle down? Will you get married one day?)

A: *nah itu dia, aku gak suka kalau identifikasi seorang wanita itu cuma disebut wanita kalau dia married. Itu cuman satu identifikasi yang dibikin sama masyarakat, sama culture. Jadi sebenarnya itu bukan satu law, bukan satu//*

(so, that's what I don't like, I don't like that women is considered as women f she gets married. It's just one identification made by the society, the culture. So it's actually not a law, it's not

D: *berarti apa, point tujuannya apa? What you're gonna do?*

(so what? What is the point of your purpose? What you're gonna do?)

A: I wanna be

D: //will you married?

A: eee you know I..

Agnes is not straightly coming to the point in giving an answer as to whether she would marry someday. The main goal is to show that she does not agree about the view that women should marry. She ends to the situation that she does not want to give a clear answer about the question. Deddy emphasizes by repeating his question in the next utterance after he sees that Agnes is not giving a direct answer. He implied by saying "so what? What is the point of your purpose? What you're gonna do?" Agnes is still not answering the question. Even after Deddy repeats the question "will you married?" Agnes does not answer the question. It is concluded that there is a flouting of quantity maxim seen from the utterance that Agnes gives to Deddy.

### Flouting Quality Maxim as to Make a Joke

**Context:**

Deddy (D) is starting to ask a question about the successfulness of Agnes in America. Deddy knows that Agnes (A) has just finished making a recording in America. But Agnes suddenly converse the topic about what to show that Deddy too has a successful achievement in his field as a mentalist.

A: *eh tapi sebelum ngomongin karir internasional nya aku, sebenarnya harus dikasih tau juga masalah kamu yang pernah menang di mana mentalist Award or something right?*

(wait, before talking about my international carrier, actually it should be discussed also about Deddy who won a mentalist award or something right?)

D: *gak penting tuh (sambil disengaja berbatuk), dua kali, ehm*  
(it doesn't make any sense [little deliberate cough], two times.  
[Agnes and audience are laughing])

Agnes tells audience that Deddy is awarded as the best mentalist in an international magician event many years ago. Deddy is actually proud of it Deddy is answering "it doesn't make any sense" as if he is not. But by implying "two times", it shows that Deddy in fact gets the award two times and shows that he is actually want to emphasize that he got the award and it is two times and he proud of it. Maxim of quality and its implicature occur when your contribution one that is untrue or lack adequate evidence. Deddy flouts the maxim of quality since he gives insincere answer for the question. The implicature of this flouting maxim would be that wants to show that as if it is easy to get the awards by the way he gives the answer. He pretend that he is not proud of it, in fact he do proud, by saying "two times". From this data, it is concluded that Deddy is flouting the quality

maxim since he doesn't tell honestly about his feeling.

This data also shows that the speaker is flouting the quantity maxim.

**Context:**

The topic is about the video clip of Agnes made by Collin Tili. Colin Tilli is the director who direct a video clip of Agnes related to the international single of Agnes. The audience who are most Indonesian people do not know who Collin Tili is. Some of them must have never heard about Collin Tilli or even the name of Collin Tilli. Deddy gives a question to Agnes about who this "Collin Tili" is.

D: *oke, ada orang yang gak tau Collin Tili itu siapa gitu.*

(Ok. There are many people who do not know Collin Tili)

A: *oh itu tetangga sebelah [tertawa] hahaha*

(Oh, he is just a neighbor of mine [laughing] hahaha)

Agnes, by her utterance, is flouting the quality maxim. She does not tell the truth about who Collin Tilli is. Collin Tilli is not a neighbor, Collin Tilli is a music director who has directed Agnes in her video clip. The purpose of flouting the quality maxim is that Agnes wants to make a joke.

This following dialogue clearly said to make a joke.

**Context;**

When Deddy gives a question to Agnes about what Agnes is going to be in her rest of her life. She said that she wants to be a better version of her. The audience then give applause to the answer given by Agnes. Because almost the audience are Indonesian people who do not understand English, Deddy asks the audience what is the meaning of "better"?

D: *anda itu tepuk tangan ngerti gak 'better' itu apa?*

(all of you give applause as if you know the meaning of "better"?) [the audience are laughing]

D: *Itu mentega.*  
(it is "mentega" (butter))

Deddy flouts the quality maxim made by the host, Deddy, is merely to make a joke. Deddy knows that the audience must have got confused when the guest star speak in English. Deddy thinks that the audience cannot speak in English that he thinks he needs to explain the meaning of "better" but he does not give the true answer, he said "mentega" the definition of "butter" rather than telling the true meaning of better which is "lebih baik" in Indonesian language.

### Flouting Qualiti Maxim as to Give Clear Information

#### Context:

Deddy and Agnes are talking about what people think about Agnes' carrier in International level. Deddy explains that there are people who pay negative opinion about her international singing carrier. Deddy wants Agnes to tell people about how hard actually is to build carrier in international level.

D: *selama ini kan banyak yang bilang ke kamu, "eh Agnes ga usah sok Go International lah" they always ngomong seperti itu. Tapi, sebenarnya, how hard it is?*

(during this time, many people said "don't be too ambitious of going international", they always say that way. But, actually, how hard it is?)

A: *sebenarnya yang paling berat itu adalah, eee untuk tetap konsisten, dan commit in your dream, pada saat ,mungkin banyak orang yang bilang ke kamu kalau "kamu gak bisa", gitu. Tapi untungnya, di*

*keluarga, yang mereka juga bukan ee mungkin mereka sendiri mental nya udah mental baja gitu ya. Dan satu lagi sebenarnya aku ngeliat talenta aku ini sebenarnya kayak titipan Tuhan gitu, it's actually my responsibility untuk, itu sebenarnya bukan masalah sombong-sombongan tapi itu tanggung jawab setiap orang untuk bisa memaksimalkan apa yang dititipkan (gesture tanda petik) sama Tuhan, gitu. Sebenarnya, talenta-talenta kita semua ini kan sebenarnya kayak titipan gitu, dan aku rasa kayaknya aku sangat gak tau diri banget kalau aku*

(the most hard thing is, errrr being consistent, and commit in your dream, in time when people say "you can't", like that. But luckily, in my family, which is not errr may be they have had strong mental. And one more thing, I see that my talent is God's gift, it's actually my responsibility to, it's not a matter of being arrogant, but it's my responsibility to maximized what God has givent to me, like that. So actually the talent we have is God's gift, and I feel that how bad I am if)

D: *//kalau gak digunakan sebaik-baiknya gitu?*

(if it is not used well, is that what you mean?)

A: *//exactly, exactly, jadi.. (exactly, exactly, so..)*

D: *//dosa tu malah (// such a sin)*

A: *iya bener (tertawa) kalau buat aku mungkin lebih kayak itu. Tanggung jawab aku gimana aku bisa ngebahagiain istilah nya papi (gesture tanda petik dengan kedua tangan) yang di atas (menunjuk ke atas) yang udah ngasih aku blessing ini, ee ya aku harus*

(yes, it is [laugh] I think so. My responsibility is how to make Papa [pointing upwards, represented to

God] who has given me this blessing, errrr yes I have to.

Agnes wholly dominates the turn to talk. Deddy is only listening and sometimes input one or two words to imply Agnes opinion about Deddy's question about how hard is becoming a singer in international level. Agnes gives too much information she thinks considered to be true. The long explanation given by Agnes makes she flout the quality maxim eventhough on the other hand Agnes wants give clear answer to what she feels.

### **Flouting Relation Maxim as to be Polite**

#### **Context:**

Deddy (D) is starting to ask a question about the successfulness of Agnes in America. Deddy knows that Agnes has just finished making a recording in America.

D: *oke kita mau bahas tentang keberhasilan Agnes yang di Amerika*

(Ok, so we are going to discuss about the successfulness of Agnes in America)

A: [nodding]

D: *jadi dia baru merilis single internasional*  
(she has just launched an international single)

A: [nodding]

D: *terus katanya*  
(then the information is)

A: *eh tapi sebelum ngomongin karir internasional nya aku, sebenarnya harus dikasih tau juga masalah kamu yang pernah menang di mana mentalist Award or something right?*

(wait, before talking about my international carrier, actually it should be discussed also about Deddy who won a mentalist award or something right?)

D: *gak penting tuh* (sambil disengaja berbatuk), *dua kali*, ehm  
(it doesn't make any sense [little deliberate cough], two times.

[Agnes and audience are laughing]

From the data above, Deddy is telling the audience that Agnes has just launched an international single when Agnes is deliberately cutting it off and interrupt by directly tell about the successful of Dedy, the host. This is identified that Agnes is flouting the relation maxim because Deddy is talking about the successful of Agnes and Agnes is talking about the successful of Deddy is still not finishing his talking about Agnes. Maxim of relevance and its implicature arise when the speaker deviates from the particular topic being asked and discussed. Agnes in this case is trying to be polite, she does not want to be considered as arrogant. Moreover she wants people know that not only her, Deddy has also been a successful artist since Deddy once awarded as the best mentalist.

### **Flouting Manner Maxim as to Make a Joke**

#### **Context:**

Deddy is talking about the popularity of Agnes in international market. Deddy would like to compare to his divorce news, which one is most popular between the news about Agnes to news about Deddy's divorce.

D: *//kira kira lebih populer mana ketika kamu nyanyi di mtv atau ketika saya cerai kemarin?*

(//which one do you think is more popular, you sing on MTV or when I get divorce?)

[Pause Agnes is laughing and think about how to response]

A: *eee saya nggak denger, oh udah cerai ya?*

(I don't know about that news, you have been divorced?)

From this dialogue it is concluded that Agnes flouting maxim of manner, the question from

Deddy is replied by using question too. In fact, Agnes has known about the divorce as Deddy and Agnes is actually a friend. The question "you have been divorced?" is not something that Agnes really wants to know the answer, she is just giving that because she doesn't want to answer the question proposed by Deddy. In addition, Deddy realizes that the successful of Agnes in International cannot be compared to Deddy's divorce, because the successful of Agnes is a very big thing as it is an international matter but Deddy's is not. People are interested more to Agnes business rather than Deddy's. So it's actually two things that is not appropriate to be compared, and Deddy actually do knows about this. Deddy is trying to make a joke.

## CONCLUSIONS

From all the data that have been analysed, it is concluded that Agnes and Deddy flout the quantity maxim to give clear information to stress something and to avoid unpleasant situation. From this conclusion, it is found that the quantity maxim is never flouted to make a joke however the quantity maxim is flouted to give clearer information. Why quantity maxim is flouted to give clearer information? In maxim of quantity, a speaker is expected to provide enough information, relatively adequate, and as informative as possible. Grice (1975) stated that Maxim of Quantity: Make your contribution as informative as is required. Such information will not exceed the actual information needed by the hearer. Speech that does not contain the information needed by hearing and speech contains redundant information; it can be said that it violates a maxim of quantity in Grice's cooperative principles. The speaker who flouts the maxim of Quantity seems to give less or too much information. Agnes wants to show that she really understands and experiences the topic very well related to the questions being asked to her. Agnes shows that she knows about the topic they are talking

about. That is why she flouted the quantity maxim to give clearer information. The characteristic of Indonesian speaker in uttering something when involve in a conversation is known as long winded, not straightly come to the point. But this character is built as to make a conversation runs well. Agnes and Deddy, mostly Agnes because she is the guest star, reflect how Indonesian people speak. In order to develop and maintain good social relations.

From the data occur during the dialogue, the quality maxim is flouted to make a joke and also to give clear information. Pragmatically, someone is making a joke to make someone laugh, to avoid of being bored, to show a solid self confidence. In making a joke, a speaker can pretend not to know something, pretend not being honest, and this pretendings are clearly flouting the quality maxim. As McGraw (2010) stated that "Joke arises when something seems wrong, unsettling, or threatening (a kind of violation). That is why the quality maxim is flouted to make a joke.

The relation maxim is flouted for being polite. It is that first Agnes can notice and attend to the hearer's wants, interests, needs, or goods. Second, Agnes can exaggerate his/her interest, approval or sympathy with the hearer. To observe this maxim, the speaker is assumed to be saying something that is relevant to what has been said before. So the point is the answer of hearer should be appropriate with the speaker's questions (Grice, 1975) but in fact, flouting the maxim of Relation is still found in this talk show.

The last one, the speakers flouts the manner maxim as to make a joke also. According to Grice (1975) and Yule (1996), maxim of manner is to be perspicuous, avoid obscurity of expression. The obscurity of expression is showed by Agnes that she is flouting the manner maxim in order to make a joke.

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