

An Analysis of Flouting Maxim on “*Ketua KPK Tersangka Korupsi*” Mata Najwa Talkshow

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Abstract

This research aimed to analyze the flouting of maxims in Mata Najwa's talk show with the topic "*Ketua KPK tersangka korupsi*". The researcher collected data from YouTube video transcriptions as a data source. The data was analyzed using descriptive qualitative 'The problem is to provide information on the implications of the conversation between the famous Indonesian host and his two guest stars. It was found that material about conversational maxims. The types of maxim flouting found were the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner.. This research proves the existence of the floating maxim proposed by Grice. It is hoped that the results of this research could become an enrichment and consideration for the development of linguistic research.

INTRODUCTION

Communication has a very important role in human interaction. misunderstandings often occur between speakers and listeners because they have different background knowledge. When interacting, we should work together to avoid misunderstandings. The purpose of speech in language is not only to give and receive information but also to prove the existence of humans in their environment. As is known, language and humans cannot be separated. Language and humans are related to each other, humans are a medium for expressing language through speech (Tiwari & Tiwari, 2012).

According to sayukti & Kurniawan in (Harahap et al., 2024) learning English as a foreign language, there may be no doubt that Indonesian students might experience difficulty in terms of structure and context. As social creatures, humans need language to convey ideas in order to communicate well and relate to humans. People who convey ideas and meaning must convey words in an efficient and simple way so that good communication is created and easy to understand. At every stage of life, humans need language as a medium for learning and communicating with other people, especially in social life (Wani et al., 2019).

In society, misunderstanding occurs when delivering and conveying the purpose of the speaker. The intended meaning of the speaker cannot deliver well if the hearer does not get the meaning of the word and also the speaker hide something from the hearer. Hearer also did not answer the question from the hearer straight to the point and the speaker was confused (Kurniati & Hanidar, 2018)

In the communication of daily life, sometimes someone does not communicate their idea directly even if they use implicit words. Speakers let the listeners figure out and try to understand the implied meaning of the words (Hidayati & Mahmud, 2022). It can be interpreted that speakers break and do not consider conversational guidelines and the maxim of conversation well. This is mentioned as the parts of the flouting of maxims. The maxim flouts can also happen when someone says something using one of the strategies such as understatement, overstatement, hyperbole, metaphor, irony, and banter (Cutting, 2002).

The flouting of the maxim does not mean that someone breaks communication, but tries to deliver the implied intention of the speaker to others in a certain context. This can be identified from the implied meaning inside his or her utterances (Kurniati & Hanidar, 2018). So, the communication between two speakers needs to cooperate with each other. As someone who joins with a conversation group to communicate with one another requires good cooperation in the conversation to achieve relevant and clear information. This collaboration is a form of contribution so that the information conveyed can be accepted. Because communication is an individual's way of delivering information. The information submitted must have an implied meaning in it (Meadow & Yuan, 1997).

The existence of such problems encourages an English philosopher to introduce a theory called Cooperative Principle (CP) or Gricean maxims as the best known of the theory. In depth description of this theory, the Cooperative Principle (CP) theory consists of four maxims such as; maxim of quantity, quality, relevance and manner (Dwi Tirta Syafitri et al., 2019). By these maxim theories, it is expected that communication and interaction process between speakers will run comprehensively and effectively.

Talking about communication, people can ignore communication in the general public, including in the mass media. Mass media as an efficient communication process to reach communicants. Apart from that, newspapers, radio and television are types of mass media. Television provides various types of entertainment programs, one of which is talk shows. Carbaugh, (1988) states that talk shows are classified into personality types and issues that reflect change. Social issues talk shows consist of short interviews with figures, especially from the entertainment industry. In the Indonesian context, one type that can be seen is the Mata Najwa talk show. Najwa's eyes were chosen as the research object for several reasons. First, this program is one of the most popular talk shows in Indonesia because of the number of guests, topics and interesting discussions. Najwa Shihab's Talkshow is a famous journalist account channel in Indonesia. This talkshow is widely used by the public to listen to news, politics, deliberations and science. There are at least several discussion topics that we chose from the talk show. One of them is a topic discussing the chairman of the Corruption Eradication Committee (KPK), a suspect in corruption. Researchers chose this topic because the news had gone viral and attracted viewers to watch the talk show.

This study aimed to find out the types of the flouting maxims contained in Najwa Shihab's talk show on the topic of the “Ketua KPK tersangka korupsi” and to find out the reasons why speakers flout the maxims contained in Najwa Shihab's talk show on the topic of the “Ketua KPK

tersangka korupsi”. Since this research talked about the violation of maxims, that has a relation with a meaning, the researcher used pragmatic approach in order to analyze the data. The researcher specifically used Paul Grice’s theories of cooperative principle as a main theory which is divided into four maxims. The conceptual framework of this research is illustrated as follows:

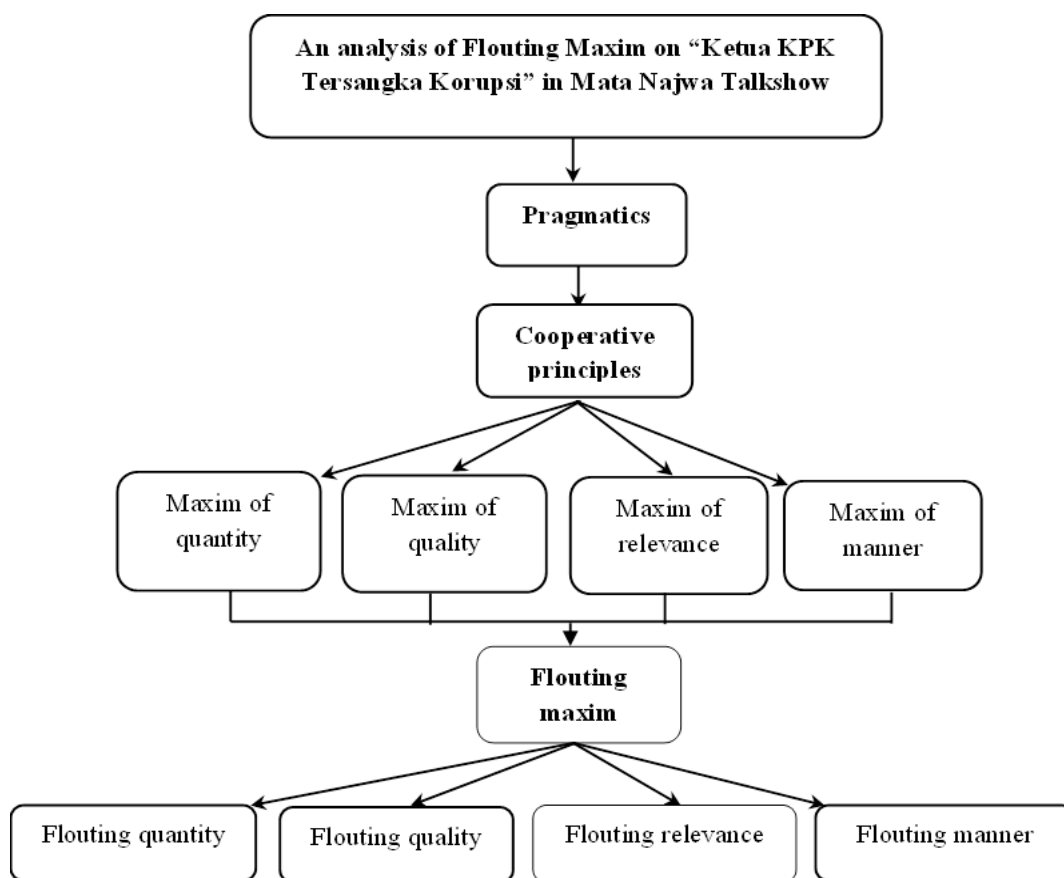


Figure 1. The Conceptual Framework of the Study

REVIEW OF RELATED LITERATURE

1. Pragmatics

Pragmatics is defined as a study of language that focus on a meaning and its interpretation. Mey, (2001) said that pragmatics learns about the condition of the human language used as this is determined by the context of the community of the society. As the definition mentioned, it means that the context influence how the speaker and listener understand each other. It can be conclude that, pragmatics describes as a study of meaning in context because of the meaning of what speaker says in the conversation and also how the listener interprets the intention of the speaker utterances.

From the short explanation above, pragmatics is one of linguistics branches that specify as discipline of language that learn about its interpretation and also the meaning. The definition of pragmatics itself is defined differently by some linguists. The other expert comes from (Allwood, 2000) stated that Pragmatics as a branch of linguistics that has a close relation with semantics. However, most of the definitions have the same meaning in general. To make it simply, even though pragmatics and semantics has a same meaning in general but both of two term have a specific differences, pragmatic is focus about meaning that has a relation with the context.

Based on the definition that has been mentioned before, Pragmatics is the study of how to get more communicated than is said. Pragmatics also concerns with what is the implied meaning of the people speaking context and how the context in pragmatics influence the meaning. It means that Pragmatics concerns with the meaning of the utterance or the meaning which communicated by the speaker and the related to speaker meaning in the listener interpretation influenced by the context (Horn & Ward, 2006).

2. Cooperative principle

The topic of cooperative principle related to the way of people interact to other people. As people is as a human being and need interaction to other, the interaction among other people will be mostly show how utterances work and sequenced (Davies, 2017). Then in the conversation people will make an effort to make the listener understand what the intention message that want to deliver. When the speaker says something to the listener, the listener will try to interpret what is meant by the speaker. In the conversation, the speaker has to be relevant with context or situation to the information clear and easy to be understood by the listener.

The cooperative principle is a principle of conversation that was proposed by in (Pattola et al., 2021) stated that participants expect that each will make a conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange. Cooperative principles is a rules that must be obeyed both to the listener and the speaker. From the explanation, Grice stated that in cooperative principle, people must obey the principles to make a clear communication. In cooperative principles, Grice divided into 4 part, there are : maxim of quantity, maxim of quality, maxim of relation and maxim of manner.

a. Maxim of Quantity

Maxim of quantity is where one tries to be as informative as one possibly can, and gives as much information as is needed, and no more (Grice, 1975). In maxim quantity should not be less informative or too much information and say as much as helpful without less or too much information. For example:

Alex : Where is the nearest mosque?

John : it is in front of the post office.

Alex asks John the nearest mosque. John understands that the nearest mosque from the place they are talking is in front of the post office. It fulfills the maxim of quantity. It is because John answer informative and explicit that the mosque is near with the place where the conversation is taken.

b. Maxim of Quality

Maxim of quality is where one tries to be truthful, and does not give information that is false or that is not supported by evidence (Grice, 1975). In this maxim between the speaker and the listener are expected to say only what they believe to be true and to have evidence for what they say. For example:

Shania : where is my outer?

Yosepha : I take it

Shania really takes the outer, so it completes the maxim of quality because Yosepha tells the truth.

c. Maxim of Relevance

Maxim of relevance is where one tries to be relevant, and say things that related to the discussion. In this maxim the utterance must be relevant which the topic being discussed. Be relevant at the time of the utterances is the important rules. For example:

Dina : how was the scenery?

Dini : it was amazing.

The conversation above is clear enough between the answer and the question is relevant. It fulfills the maxim of relevance.

d. Maxim of Manner

Maxim of manner is when one tries to be as clear, as brief, and as orderly as one can in what one says, and where one avoids obscurity and ambiguity. In this maxim of manner, each participant that contribute the conversation should not to be ambiguous, obscure, or disorderly. In this maxim, the participant have to reasonably direct. For example:

Caroline : what the day is today ?

Laura : it is Saturday

Caroline : what the date is today ?

Laura : it is 24th

The conversation is clear without the appearance of misunderstanding. It was perfectly brief and well ordered. Those all how maxims work in cooperative principle. After understanding it all, the researcher lets to know the connection between the cooperative principle and maxim and also conversational implicatures.

3. Flouting Maxim

The maxim flouting is a state in which a person attempts to convey something hidden through his or her utterance by exploring Gricean maxims. Wahyuni et al., (2019) states that when the speaker seems not to hold on the maxims but expects the hearers to get the meaning implied; it is called flouting of maxims. On the other side, flouting maxim is a particularly silent way of getting an addressee to draw inference and hence recover an implicature (Zebua et al., 2017)

The existence of flouting maxims occurs when the speakers require the listeners to know that his or her utterance cannot be understood directly, it invites the listeners expect the implied meaning of the utterances. Based on Gricean maxims, there are some categories of flouting of maxims consisting of maxim of quantity, quality, relevance, and manner.

a. Flouting Quantity

Flouting maxim of quantity occur when a speaker blatantly gives more or less information (Kurniati & Hanidar, 2018). Cutting, (2002) stated that “the speaker who flouts the maxim quantity sees to give a too little or too much information” it means that the speaker give information not as requires. Here Cutting gives example:

A: well, how do I look?

B: your shoes are nice...

B's answer is not giving all the information that A needs in order to fully appreciate what is being said. B does not say that the sweet-shirt and jeans do not look nice but B knows A will understand that implication because A asks about his whole appearance and only gets told about part of it. The example above is clear enough show that the conversation flouts the maxim quantity because the information that needs is too little, B's answer is not complete yet but A can catch the meaning implied.

b. Flouting Quality

The interlocutor can be mentioned flouts the maxim of quality when she/he implies the information which is not suitable with the fact. Flouts which exploit the maxim of quality occur when the speaker says something which blatantly untrue or for which she/he lack adequate evidence (Rafika et al., 2020). When we communicate there is a tacit assumption that each communicant says or writers will be truthful. For instance, when speaker A below asks B who is going to spend the evening. In this moment A expects B to give a truthful answer.

A: so who are you going out with tonight?

B: Koosh and Laura

Speaker B Answer A's question with untrue information because B actually does not go out with anyone tonight. It means that B has flout maxim of quality when B Answer A's question.

c. Flouting Relevance

The maxim of relevance (be relevant) is exploited by making a response or observation which is very obviously irrelevant to the topic in hand (Rafika et al., 2020). So the speaker flouts the maxim of relation when she/he does not give a response within the topic is being discussed.

A: So, what do you think of mark?

B: This flashmate's a wonderful cook

In this occasion B does not say that she is not impressing about Mark. Directly B change the topic by saying Flash-mate which is not relevant with question that asked by A.

d. Flouting manner

The speaker flouts the maxim of manner he/she appears utterances which to be obscure ambiguous. According to Cutting, (2002) those who flout the maxim of manner may appear to be obscure. for example:

A: where are you off to?

B: it was thinking of going out to get some of that funny white stuff for somebody.

A: ok, but don't be log-dinner's nearly ready

Cutting, (2002) analyzed that B speaks in an ambiguous way saying "that funny white stuff" and "somebody" because he is avoiding saying ice cream and Michele so that his little daughter does not become excited and ask for the ice cream before he meal. Sometimes researcher play with words to heighten the ambiguity.

METHOD

This research used a qualitative descriptive method, based on (Moleong, 2007) who argue that qualitative methodology is a research procedure that produces descriptive data in the form of written and spoken words from people and observed behavior.

The data for this research was in the form of utterances containing flouting of maxims in Mata Najwa's talk show with the topic "*Ketua KPK tersangka korupsi*". However, the main data of this research are the utterances of all speakers and the context of the data is also utterances that contain flouting maxim in the Mata Najwa talk show. Researchers collected data from YouTube video transcriptions as a data source.

In collecting the data, there were several steps that researchers took as follows :

1. Watch Mata Najwa's video talk show on the topic "Ketua KPK tersangka korupsi" from their Youtube application, Youtube link: <https://youtu.be/iN6NLkwjT2A?si=nX5GKFNco2ITJtmS>.
2. Then look at the video transcript, and copy it into Microsoft Word.
3. Then the researcher categorized dialogue from the transcript that contained the flouting maxim by the speaker.
4. Researcher collect data from manuscripts that contain flouting of maxim.
5. Researcher analyzed data collected from Mata Najwa's talk show with the topic "Ketua KPK tersangka korupsi"

The research instrument used in this study was the Mata Najwa's talk show with the topic "*Ketua KPK tersangka korupsi*" which was uploaded directly from Najwa Shihab's account on November 28, 2023. The researchers took directly from the transcript of YouTube application which contains maxim violation.

The data was analyzed using descriptive techniques which found material about conversational maxims in Mata Najwa's talk show with the topic "*Ketua KPK tersangka korupsi*" with the following technique:

- 1 The authors watched the talk show video on the YouTube application and seen the transcript of the video.
- 2 Read the transcript and watched the video of Mata Najwa's talk show on the topic "Ketua KPK tersangka korupsi"
- 3 Classified the data into each type of maxim, then analyze the data that has been identified.
- 4 Calculated the frequency of flouting maxims in the Mata Najwa talk show.
- 5 Conclusions were drawn from all the resulting data.

RESULTS AND DISCUSSION

Data Analysis

1. Flouting maxim quantity

Here are the maxim flouting in a conversation between guest and the hosts of deliberation Najwa Shihab.

Guests 1: 3:00 "*ketua KPK yang pertama kali dalam sejarah ketua KPK ditetapkan sebagai tersangka*"

Host: 4:00 "*k Jo bilang ngagetin buat aku pribadi enggak mengagetkan ini sejak a sudah bermasalah kok yang dari helikopter bukan banyak sekali banyak sekali kasus-kasus etika dia itu bolak-balik dilaporkan ke dewan pengawas KPK dari mulai dia pulang kampung naik helikopter yang helinya disinyalir juga terkait, 4:15 conflict of Interest perusahaan yang sedang diperiksa dari mulai dia sempat ngirim SMS blas untuk kepentingan pribadi terus soal ketemu pihak-pihak berperkara tuh juga udah beberapa kali Iya dan Jadi sebang katata sebelum dia maju juga orang enggak mau dia naik jadi, 4:30 ketua KPK kan aku ingat banget ketika proses pemilihan dengan KPK yang baru nih Itu tuh koalisi masyarakat sipil kencang termasuk mata Naja waktu itu kencang kita mempertanyakan tidak seharusnya Firli bahurli masuk dalam jajaran pimpinan KPK*"...

The conversation above results from data showing that guests 1 and the host violate the maxim of quantity. The information provided by guest 1 is too little and the host provides too much information. However, the host answered guest 1's conversation according to context, but the host gave exaggerated answers regarding information about the KPK chairman.

2. Flouting maxim quality

Host: 10:45 *“katanya diperpendek karena belajar dari yang dulu katanya tuh terlalu panaslah terlalu apa dan sebagainya”...*

Host: 14:14 *“iya pasang fotonya ya mungkin mereka melakukan banyak hal ya ada yang pasang baliho terus kemudian kampanye di medsos 14:15sekarang tuh semua orang itu gitu kampanye di medsos gitu”...*

Here, host Najwa discusses the differences in the 2019 campaign which used to last up to 300 days and has now been shortened to around 7 months and 75 days because of learning from the past which was said to be hot and so on.

3. Flouting maxim relevance

Host: 14:39 *“jadi karena kan orang begitu masuk bilik suara tuh keputusan untuk mencoblos gitu ya itu kan dipengaruhi banyak hal”...*

Guests 2: 14:45 *“yang diminta kepala desa siapa ya waktu itu ya heehuh oh aduh kan sudah dikumpulin di istana”...*

In this conversation, guest 2 gave an answer that was unrelated to the question, and he did not want to answer the question.

Flouting maxim manner

Guests 1: 15:00 *“suka sebunya enggak suka suka suka Kajo di sini keras langsung ngomong Pesi langsung ngomong ini langsung ngomong siapnya ahy Gua suka nih tapi ya Salah satu hal yang sangat-sangat apa identik dengan masa kampanye adalah Debat Capres”...*

Host: 15:15 *“seperti yang kita tahu De akan ada lima kali itu kan heeh peraturan kap itu memang lima jadi di pertengahan desember ada jadwalnya”...*

Conversation Here guest 1 discussed campaign issues at the presidential candidate debate and the host did not answer according to what was discussed by guest 1 and there was a flouting from maxim manner here.

The data obtained answers the research questions. This data shows that the speaker committed a violation in his conversation. The problem is to provide information on the implications of the conversation between a well-known Indonesian host and his guest star. Of course, the novelty of this analysis focuses on violations of the maxims of speech form between guests 1 & 2 and the host, as public figures and journalists in public. Grice stated the principle of cooperation. This research proves the existence of the floating maxim proposed by Grice. These violations occur because speakers provide answers that are less, more, or not appropriate to the context. The types of maxim violations found were the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner. Violation of the maxim of quantity occurs because the speaker gives an excessive answer. In addition, violations of the maxim of quality occur when speakers provide wrong solutions. Violation of the maxim of relevance occurs when the speaker answers without following the context of the conversation or question. Meanwhile, violations of the maxims of etiquette also occur when speakers give unclear or ambiguous answers.

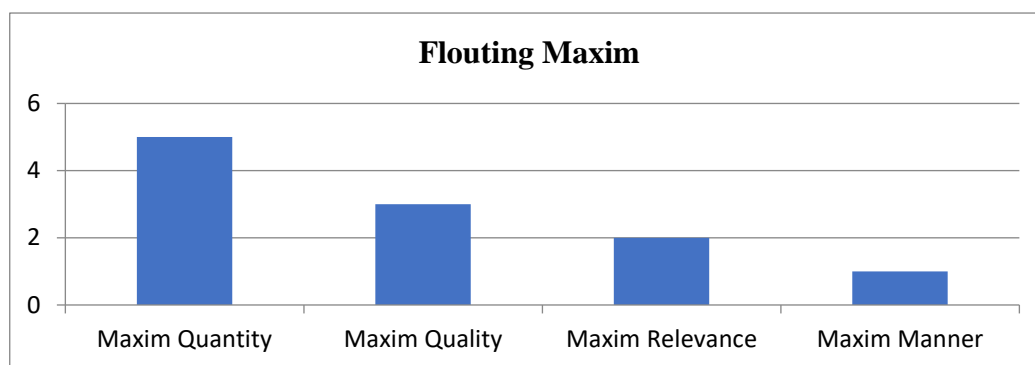


Figure 2. flouting maxim

The heated interviews or conversations conducted by Najwa Shihab and her two guest stars resulted in various forms of maxim violations. From the data presented above, Najwa Shihab as the host committed many violations of cooperation in conversations. Researchers found four types of maxim violations given by hosts: the maxims of quantity, quality, relevance, and manner. The following is a graph of the results of the data that has been analyzed.

Table 1. Data percentage

No.	Flouting Maxim	Frequency	Percentage
1.	Flouting maxim of quantity	5	41%
2.	Flouting maxim of quality	3	33%
3.	Flouting maxim of relevance	2	18%
4.	Flouting maxim of manner	1	8%
Total			100%

In the percentage analysis, hosts often flout the maxim of quantity in conversations discussing "Ketua KPK Tersangka Korupsi". Based on Grice's theory, the data shows that hosts always flout the maxim of quantity, meaning the host provides information that is too excessive and that is not related to the question. From these data, it gives: flouting of maxim quantity (5), flouting of maxim quality (3), flouting of maxim relevance (2), and flouting of maxim manner (1).

Discussion

Flouting of maxims were found in deliberative conversations, namely the maxim of quantity, the maxim of quality, the maxim of relevance and the maxim of manner. The speaker violates the maxim of quantity by providing more information for understanding and providing less information to show that the speaker is annoyed or appears disinterested in the listener. Speakers violate the maxim of quality because their utterances largely lack adequate evidence. The speaker violates the maxim of relevance by using other statements as a distraction by changing irrelevant topics to persuade the interlocutor to find the implied meaning of the speaker's utterance. The speaker flout the maxim of behavior by saying something that is ambiguous or becomes unclear because it flouting the maxim so that the listener can understand the implied meaning.

Interpretation of finding

The data obtained answers the research questions. This data shows that the speaker committed a violation in his conversation. The problem is to provide information on the

implications of the conversation between the famous Indonesian host and his two guest stars. Of course, the novelty of this analysis focuses on the violation of the maxims of speech form of one of the guest stars as a public figure and journalist in public. Grice stated that there are two implicatures, namely conventional and conversational. This research proves the existence of the floating maxim proposed by Grice. These violations occur because speakers provide answers that are less, more, or not appropriate to the context. The types of maxim violations found were the maxim of quantity, the maxim of quality, the maxim of manner, and the maxim of relevance. Violation of the maxim of quantity occurs because the speaker gives an excessive answer. In addition, violations of the maxim of quality occur when speakers provide wrong solutions. Violations of the maxim of etiquette also occur when speakers give unclear or ambiguous answers. Meanwhile, violations of the maxim of relevance occur when the speaker answers without following the context of the conversation or question. The heated interviews or conversations conducted by Najwa Shihab and her two guest stars resulted in various forms of maxim violations. From the data presented above, one of the guest stars committed many violations of cooperation in conversation. Researchers found three types of maxim violations given by guest stars, namely the maxims of quantity, quality, manner, and relevance.

CONCLUSION

Based on Grice's theory, the data shows that hosts as journalists always violate the maxim of quantity. This means that the host provides information that is excessive and unrelated to the question of the data, the host as a journalist provides several floating maxims: violation of the maxim of quantity (5), violation of the maxim of quality (3), violation of the maxim of relevance (2), and violation of the maxim of manner (1). . In addition, the maxim violation most frequently encountered by hosts is the maxim of quantity. This shows that the host, as a journalist who has knowledge, always violates the rules when discussing the "Ketua KPK Tersangka Korupsi" conversation. No less important, it is hoped that this research can provide readers with knowledge regarding conversation analysis. Thus, as members of the public or people involved in the conversation, readers can analyze any information obtained.

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