



BUDDHI DHARMA UNIVERSITY

**THE ANALYSIS OF THE MAXIM VIOLATIONS BY AGNES MO
IN THE VIDEO BLOG OF DEDDY CORBUZIER YOUTUBE
CHANNEL ENTITLED (AGNEZ MO MENJAWAB
INDONESIA – EXCLUSIVE! KLARIFIKASI)**

Presented as a partial fulfillment of the requirement for the Undergraduate Program

BELLA WATI

20160600006

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

ENGLISH DEPARTMENT

TANGERANG

2020



BUDDHI DHARMA UNIVERSITY

**THE ANALYSIS OF THE MAXIM VIOLATIONS BY AGNES MO
IN THE VIDEO BLOG OF DEDDY CORBUZIER YOUTUBE
CHANNEL ENTITLED (AGNEZ MO MENJAWAB
INDONESIA – EXCLUSIVE! KLARIFIKASI)**

Presented as a partial fulfillment of the requirement for the Undergraduate Program

BELLA WATI

20160600006

FACULTY OF SOCIAL SCIENCES AND HUMANITIES

ENGLISH DEPARTMENT

TANGERANG

2020



FINAL PROJECT PROPOSAL

Final Project Title : The Analysis of the Maxim Violations by Agnes Mo in the Video Blog of Deddy Corbuzier Youtube Channel Entitled (Agniez Mo Menjawab Indonesia – Exclusive ! Klarifikasi)

Name : Bella Wati

Student Number : 20160600006

Faculty : Social Sciences and Humanities

Department : English Department

The Final Project Proposal has been approved.

Tangerang, June 26th, 2020

Approved by,

Supervisor

Iwan, S.Pd., MM, M.Pd

NIDN: 0421056201

Acknowledged by,

Head of Department

Riris Mutiara P.S., S.Pd., M.Hum

NIDN: 0427068703



FINAL PROJECT APPROVAL

Final Project Title : The Analysis of the Maxim Violations by Agnes Mo in the Video Blog of Deddy Corbuzier Youtube Channel Entitled (Agnez Mo Menjawab Indonesia – Exclusive ! Klarifikasi)

Name : Bella Wati

Student Number : 20160600006

Faculty : Social Sciences and Humanities

Department : English Department

The Final Project has been approved.

Tangerang, June 26th, 2020

Approved by,

Acknowledged by,

Supervisor

Head of Department

Iwan, S.Pd., MM, M.Pd

Riris Mutiara P.S., S.Pd., M.Hum

NIDN: 0421056201

NIDN: 0427068703



RECOMMENDATION FOR THE ELIGIBILITY OF FINAL PROJECT EXAMINATION

The Undersigned,

Name : Iwan, S.Pd., MM, M.Pd

Position : Supervisor

Certifies that,

Name : Bella Wati

Student Number : 20160600006

Faculty : Social Sciences and Humanities

Department : English Department

Title of the Final Project : The Analysis of the Maxim Violations by Agnes Mo in the Video Blog of Deddy Corbuzier Youtube Channel Entitled (Agnez Mo Menjawab Indonesia – Exclusive ! Klarifikasi)

is eligible to take the final project examination

Tangerang, June 26th, 2020

Approved by,
Supervisor

Iwan, S.Pd., MM, M.Pd

NIDN: 0421056201

Acknowledged by,
Head of Department

Riris Mutiara P.S., S.Pd., M.Hum

NIDN: 0427068703



THE BOARD OF EXAMINERS

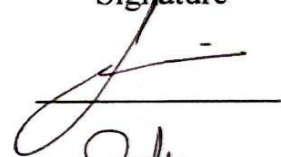

Name : Bella Wati
Student Number : 20160600006
Department : English Department
Faculty : Social Sciences and Humanities
Title of the Final Project : The Analysis of the Maxim Violations by Agnes Mo in the Video Blog of Deddy Corbuzier Youtube Channel Entitled (Agnez Mo Menjawab Indonesia – Exclusive ! Klarifikasi)

This thesis has been examined by the Board of Examiners on August 4th, 2020


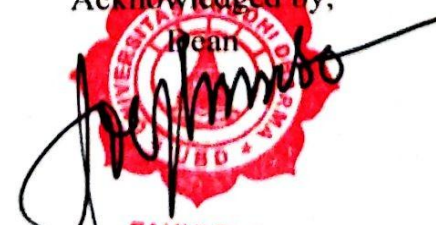
Name of Examiners

Signature

1. Examiner I : Sonya Ayu Kumala, M.Hum.
NIDN: 0418128601
2. Chair : Adrallisman, S.S., M.Hum.
NIDN: 0427117501
3. Examiner III : Riris Mutiara P.S., S.Pd, M.Hum.
NIDN: 0427068703


Acknowledged by,
Dean



FAKULTAS
Dede Lili Suratminto, M.A.
SAHABAT HUMANIORA

NIDN: 8875430017

STATEMENT OF AUTHENTICITY

I honestly declare that this thesis is my own writing, and it is true that I do not take any scholarly ideas or work from others. Those all cited works are quoted in accordance with the ethical code of academic writing.

Tangerang, June 26th, 2020



Bella Wati

20160600006

ACKNOWLEDGEMENTS

From her deepest heart, the researcher realizes that she would not have been able to finish this research without help, guidance, support and prayer from a lot of people. Hence, firstly she would like to express her profoundest gratitude to Almighty God who has blessed and strengthened her during completing this research report. She also would like to express sincere gratitude to the following people around her who always helps, guides, and supports her in conducting and finishing writing this thesis.

1. Dr. Sofian Sugioko, MM, CPMA, the Rector of Buddhi Dharma University.
2. Dr. Lilie Suratminto, M.A., the Dean of the Faculty of Social Sciences and Humanities of Buddhi Dharma University.
3. Iwan, S.Pd., MM, M.Pd., the Vice Dean of the Faculty of Social Sciences and Humanities of Buddhi Dharma University and also her thesis supervisor who was always helpful in giving his valuable guidance, patience, support and encouragement to guide her to complete this thesis.
4. Riris M. Paulina Simamora, S.Pd., M.Hum., the Head of English Department of Buddhi Dharma University.
5. All the lecturers of Buddhi Dharma University who have educated, given a lot of knowledge and guide her patiently.
6. The researcher's profoundest gratitude goes to her dearest parents who always give endless support, love, motivation, advice and encourage to her during completion of this research. She is very grateful for having them in her life because they are her greatest motivators, so that she can finish her study.

7. The researcher's siblings, for her beloved sisters and brother who are willing to give her their time, help to complete this research and remind her of having enough rest.
8. The researcher's beloved friends Yohanes, Cynthia, Pepen, Juwita, Celine, Tella, Widya, Sella, Febby, Riama, Anis, Nanda, Alvin, Dandy who support, encourage and help her during the process of writing this research. She is very grateful for having such helpful and kind beloved friends. They never get tired of supporting and motivating her in finishing this study.
9. The researcher's best friends, Iwen and Stevanie who are willing to give her their help anytime whenever she needs, always encourage and give endless support to her. She thanks them for always staying by her side.
10. The researcher's office colleague, Mr. Noto who always helps when she needs assistance in the process of writing this research report.

Last but not least her gratitude goes to all of the people whose names cannot be mentioned one by one here. May God always bless us.

Tangerang, June 26th, 2020

The researcher



Bella Wati

ABSTRACT

The topic of this research is the analysis of the maxim violations by Agnes Mo in the Video Blog of Deddy Corbuzier YouTube Channel Entitled (*Agnez Mo Menjawab Indonesia – Exclusive! Klarifikasi*). The research is aimed at showing the types and the most dominant type of the maxim violations by Agnes Mo in the Video Blog of Deddy Corbuzier YouTube Channel. The research applies a descriptive qualitative approach. The interview between Deddy Corbuzier and Agnes Mo in the Vlog above is used as the data source. The collected qualitative data are transcribed and then analyzed by employing Grice's theory of maxim violations (1975) about four types of maxim violations. They are the violations of the quantity maxim, the quality maxim, the relation maxim and the manner maxim. The research findings reveal that in Agnes' 22 utterances, she violated the maxim of quantity (18 or 81.82%) and the maxim of relation (4 or 18.18%). However, she did not violate the maxim of quality and the maxim of manner. Furthermore, the research findings also show that the most dominant type of maxim violations is the violation of quantity maxim which happens in Agnes' 18 utterances or 81.82% of the total number of utterances (22). It is concluded that Agnes did not violate all the types of maxim violations in all her utterances, and that only one type of the maxim violation (the violation of the quantity maxim) is the most dominant type of the maxim violation.

Keywords: *Pragmatics, Maxim, Maxim Violations, Video Blog*

TABLE OF CONTENTS

FRONT COVER

INSIDE COVER

FINAL PROJECT PROPOSAL	i
FINAL PROJECT APPROVAL	ii
RECOMMENDATION FOR THE ELIGIBILITY OF FINAL PROJECT EXAMINATION	iii
THE BOARD OF EXAMINERS	iv
STATEMENT OF AUTHENTICITY	v
ACKNOWLEDGEMENTS	vi
ABSTRACT	viii
TABLE OF CONTENTS	ix
LIST OF FIGURE	xii
LIST OF TABLE	xiii
CHAPTER I INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Statement of the Problem.....	7
1.3 Research Question.....	8
1.4 Goal and Function.....	8
1.4.1 Goals of the Study	8
1.4.2 Functions of the Study.....	8
1.5 Scope and Limitation	9
1.6 Conceptual Framework.....	10

CHAPTER II THEORETICAL BACKGROUND.....	12
2.1 Review of Previous Study	12
2.2 Pragmatics	15
2.3 Cooperative Principle.....	16
2.3.1 The Observance of Conversational Maxims	16
2.3.1.1 The Maxims of Quantity	16
2.3.1.2 The Maxims of Quality	17
2.3.1.3 The Maxims of Relation.....	18
2.3.1.4 The Maxims of Manner	19
2.3.2 The Non-Observance of Conversational Maxims	19
2.3.2.1 The Flouting a Maxim.....	20
2.3.2.2 The Violating a Maxim	20
2.3.2.2.1 Violation of the Quantity Maxims	21
2.3.2.2.2 Violation of the Quality Maxims	22
2.3.2.2.3 Violation of the Relation Maxims.....	22
2.3.2.2.4 Violation of the Manner Maxims.....	23
2.3.2.3 The Opting Out a Maxim	24
2.3.2.4 The Infringing a Maxim.....	24
2.3.2.5 The Suspending a Maxim.....	25
2.4 Video Blog	25
CHAPTER III RESEARCH METHODOLOGY	27
3.1 Research Approach	27
3.2 Data Types	28
3.3 Data Source	29

3.4 Data Collection Method	30
3.5 Data Analysis	31
CHAPTER IV DATA ANALYSIS	32
4.1 Types of Maxim Violations	32
4.1.1 Violation of the Quantity Maxim.....	33
4.1.2 Violation of the Quality Maxim.....	53
4.1.3 Violation of the Relation Maxim.....	53
4.1.4 Violation of the Manner Maxim.....	59
4.2 The Most Dominant Type of Maxim Violations by Agnes Mo in Deddy Corbuzier's Vlog	59
CHAPTER V CONCLUSION AND SUGGESTION.....	61
5.1 Conclusion	61
5.2 Suggestion.....	62
REFERENCES.....	64
APPENDIX.....	xiv
CURRICULUM VITAE.....	xv
FINAL PROJECT CONSULTATION	

LIST OF FIGURE

Figure 1.1 Conceptual Framework..... 10



LIST OF TABLE

Table 4.1 The Number of the Maxim Violations by Agnes Mo 59



CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is an essential thing in people's lives so that they can communicate each other easily. According to Loreto (1987: 6), language is a set of signals by which we communicate. On the other hand, the scientific study of language is called linguistics. Linguistics likewise, can be divided into its branches – phonetics, phonology, morphology, syntax, semantics and pragmatics. Pragmatics is the study that deals with meaning, that is precisely, meaning in interaction which necessarily involves context (Yule, 1996: 3). Another definition of pragmatics is “the study of speaker meaning” (Green, 1989 in Seken, 2015: 2). From those definitions, it means that pragmatics concerns about “meaning” that is produced among two people or more in certain communication.

Communication is interaction with others to share information and beliefs, exchange ideas and feelings, make plans and solve problems. Sometimes this interaction is done interpersonally, in a team or a small group, in a conference and sometimes through media or via computer. It may be said that communication consists of transmitting information from one person to another (Hybel & Weaver, 2004: 7). Every communication involves (at least) one sender, a message and a recipient. Communication is needed by humans because basically humans are created as social beings. As social beings, they need to socialize with others to be able to survive. In general, communication is the process of sending and receiving messages either non-verbally or verbally. Non-verbal communication is

the process of sending a message without using words. Body language is a type of non-verbal communication that relies on body movements (such as gestures, posture, and facial expressions) to convey messages. Verbal communication is the use of words to share information with other people. It can therefore include both spoken and written communication. One example of the forms of verbal communication is conversation.

Conversation can be described as an activity in which participants exchange utterances with each other's meanings or messages being conveyed by them. It is a form of communication or social interaction between two or more people which is spontaneous and interactive in nature. A conversation takes place when two people or more meet and talk interactively over some topics or subjects, which they may have mutual interest and about which they may settle some kind of understanding. Young (2000 in Seken, 2015: 78) states that conversation is contextually situated face to face social interaction taking place between two participants or more. It bears social and cultural significance to a speech community, in which members are supposed to share "interactional competence". The purpose of conversation is to exchange information and build relationships with one another. Hence, to achieve so, the participant of the conversation needs to be cooperative.

Conversational cooperativeness can be regarded as a social accelerator that makes communication among members of a speech community run smoothly whereby they resolve various kind of problems, express various kinds of feelings and fulfill various kinds of needs through talking with each other. When people are engage in one kind of communication, that is, when they are communicating

with one another in a conversation, they are actually cooperating. However, they might not be aware of this cooperative operation. This can be seen, for instance, in the fact that when one participant of the conversation asks a question, the other will give an answer. If a participant needs some information and requests for it, the other participant will normally give the information requested for. This conversational cooperative principle serves as a kind of guidance to be followed or adhered to whenever members of a speech community are engaged in a conversation. To cooperate conversationally, people should comply with the basic principle of engaging in a conversation, which has been conceptually presented by Grice as the Cooperative Principle (CP).

Grice (1975) puts the Cooperative Principle in an imperative statement as follows: “make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged”. Conversational contribution in this statement is meant whatever a person says to his/her interlocutor as his/her contribution in the ongoing conversation. As the participant of the conversation he/she must say what he/she is required to say to make the conversation run smoothly and naturally and to avoid conversational mismatches and breakdowns. According to the cooperative principle, to be necessarily cooperative participants of a conversational talk should say as much as “is required” to express the meaning they intend to communicate in the conversation as such. In Grice’s theory, to fulfill such requirements, the participants at least should say something that is really related to the topic and direction of the conversational talk, as informative as needed, truthful and clear. In other words, speakers in a conversational talk

should make their utterances easily understood by their hearers in terms of relevance, amount of information, truthfulness and clarity with regard to the meaning that is intended to be communicated. Grice's Cooperative Principle is divided into two parts – observance of conversational maxims and non-observance of conversational maxims.

The observance of conversational maxims is a kind of norm or rule which is to be adhered to by the speakers and hearers who are involved in a conversation whereby they show their willingness to cooperate in order that they can understand each other and the conversation can run smoothly and naturally. People are normally going to provide an appropriate amount of information, people assume that they are telling the truth, being relevant and trying to be clear as they can. Those principles actually help us to avoid misunderstandings which sometimes happens in the conversation between the participants. Grice (1975) divides the observance of conversational maxims into four. They are maxim of quantity, maxim of quality, maxim of relation and maxim of manner.

Maxim of quantity requires that participants of a conversation give their contribution as is required in terms of the quantity of information. They should not make their contribution either more informative or less informative than what is sought for. Maxim of quality requires conversational participants to say things that are true or things that they believe to be true. It means that they do not say anything that they believe to be false or anything of which they do not have any evidence. In other words, to comply with the said maxims, a speaker in a conversational exchange must speak on the basis of facts, or he/she must have factual evidence by which to sufficiently support what he/she says as truth.

Besides the maxim of quantity and quality which participants of a conversational talk needs to obey, the maxim of relation also referred to as maxim of relevance, requires participants of the conversational talk to produce utterances that are relevant to the subject that is being communicated at some stage of the communication. In other words, they are required to focus on the topic being discussed by not saying something that is not related to the context of the talk. Finally, the maxim of manner requires participants in a conversational talk to say things that can be easily understood by the other participants. Hence, speakers must make their contribution perspicuous (clear) and orderly. This means that such contribution should contain nothing that is obscure or ambiguous. It is important to recognize these maxims as unstated assumptions people have in conversation. It is assumed that people are normally going to provide an appropriate amount of information, and that they are telling the truth, being relevant and trying to be clear as they can. The said principle actually helps people to avoid misunderstanding which sometimes happens in the conversation between the participants. Some people are unaware when they disobey the rules or the norms or the maxims of conversational talks and make the misunderstandings happen. Breaking the maxims is usually called maxim violations.

The non-observance of conversational maxims refers to the case in which a speaker disobeys a conversational maxim. The non-observance of conversational maxims is divided into five kinds – flouting a maxim, violating a maxim, opting out a maxim, infringing a maxim and suspending a maxim. The flouting a maxim is the case when a speaker appears not to follow the maxims but expect hearers to appreciate the meaning implied (Cutting, 2002: 37). The

violating a maxim is the case when a speaker violates a maxim when she/he will be liable to mislead (Grice, 1975: 49). The opting out a maxim is the case when the speaker is unwilling to cooperate in the way the maxim requires (Thomas, 1995: 74). The infringing a maxim is the case when a speaker fails to observe a maxim at the level of what is said with no intention of generating an implicature and with no intention of deceiving (Thomas, 1995: 74). The suspending a maxim is a case in which the speaker needs not opt out of observing the maxim because there is no expectation for the maxim to be observed (Thomas, 1995: 76).

By this research, the researcher focuses on analyzing the maxim violations. A speaker can be said to violate maxims when they know that the hearer will not know the truth and will only understand the surface meaning of the words (Cutting, 2002: 40). People often break the maxims unconsciously why they do that and they do not know about the impact. If it happens, misunderstandings cannot be avoided. That is why the researcher is interested in conducting research on maxim violations in a conversational talk. Through this research, she would like to investigate maxim violations by Agnes Mo in Deddy Corbuzier's Vlog based on Grice's theory.

The reason why the researcher picked an interview from Deddy Corbuzier's official YouTube channel because all the interviews posted on his YouTube channel always discusses hot issues relating with personal life, music, achievements and etc. In this regard, the researcher chose a Video Blog of Deddy Corbuzier YouTube Channel Entitled (*Agnez Mo Menjawab Indonesia – Exclusive! Klarifikasi*) as her data source. The topic discussed in this video blog has once been trending in which Agnes Mo does not have an Indonesian blood

because she is a German, Japanese, Chinese girl who was born in Indonesia. Both Deddy Corbuzier and Agnes Mo are famous public figures. Deddy Corbuzier is a famous mentalist and professional illusionist. Deddy Corbuzier was awarded as the world best mentalist of the Twice Merlin Award and American Society of Magic. Agnes Mo is a young, talented, and famous singer, songwriter, actress and dancer. Besides in Indonesia, Agnes Mo is also popular in America for her career and performance. It is proved that she has received a lot of awards from Indonesia and America.

1.2 Statement of the Problem

The study about cooperative principle is interesting to be analyzed and important to be discussed because to make communication among members of a speech community run smoothly. Grice's Cooperative Principle plays an important role in pragmatics, in particular his four maxims – maxims of quantity, maxims of quality, maxims of relation and maxims of manner – the essential criteria that speakers and hearers need to obey. However, in daily conversations, people often violate the maxims so that they misunderstand each other. Therefore, the researcher is interested in conducting research on the maxim violations by Agnes Mo in Deddy Corbuzier's Vlog. In this regard, she would like to investigate the types and the most dominant type of maxim violations by Agnes Mo in Deddy Corbuzier's Vlog.

1.3 Research Question

Based on the statement of the problem, the researcher would like to find out the answer to the following research questions:

1. What are the types of maxim violations by Agnes Mo in Deddy Corbuzier's Vlog based on Grice's theory?
2. What is the most dominant type of maxim violations by Agnes Mo in Deddy Corbuzier's Vlog based on Grice's theory?

1.4 Goal and Function

Through this study, the researcher hopes this research can enrich the knowledge of maxim violations, especially about the types of maxim violations to readers.

1.4.1 Goals of the Study

In this research, the researcher expects the goals of the study as follows:

1. To show the types of maxim violations by Agnes Mo in Deddy Corbuzier's Vlog.
2. To reveal the most dominant type of maxim violations by Agnes Mo in Deddy Corbuzier's Vlog.

1.4.2 Functions of the study

Through this study, the functions of this research are as follows:

1. To show what types and the most dominant type of maxim violations by Agnes Mo in Deddy Corbuzier's Vlog.

2. To introduce the study of pragmatics, especially in cooperative principle field.
3. To give understanding on Grice's theory.
4. To enrich readers' knowledge about maxim violations, especially the types of maxim violations.
5. To give a reference to next researchers who would like to conduct further research on maxim violations in their study, especially in interview scope.
6. Help readers to understand the types and meaning of maxim violations.
7. Help readers to identify the types of maxim violations.

1.5 Scope and Limitation

The scope of this research is pragmatics because it deals with cooperative principle proposed by Grice. In this regard, this research investigates maxim violations that were violated by Agnes Mo in Deddy Corbuzier's Vlog. Hence, it is limited to analyzing the types and the most dominant type of the maxim violations namely maxims of quantity, maxims of quality, maxims of relation and maxims of manner that were violated by Agnes Mo in Deddy Corbuzier's Vlog. Furthermore, this research only focuses on analyzing maxim violations made by Agnes Mo. In fact, there are various kinds of non-observance of conversational maxims – flouting a maxim, violating a maxim, infringing a maxim, opting out a maxim and suspending a maxim. However, in this research the researcher would like to limit her discussion to only the violations of maxims.

1.6 Conceptual Framework

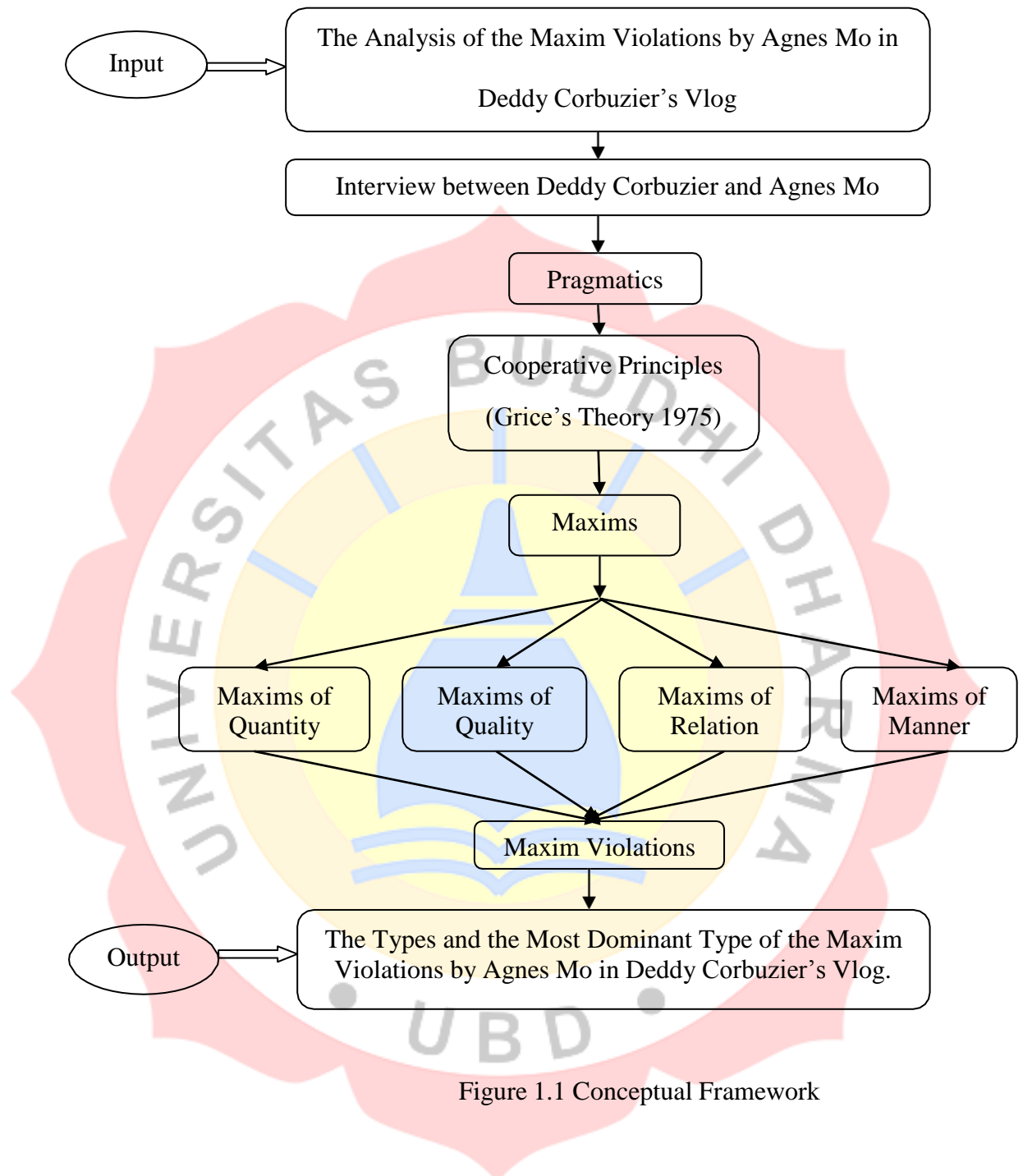
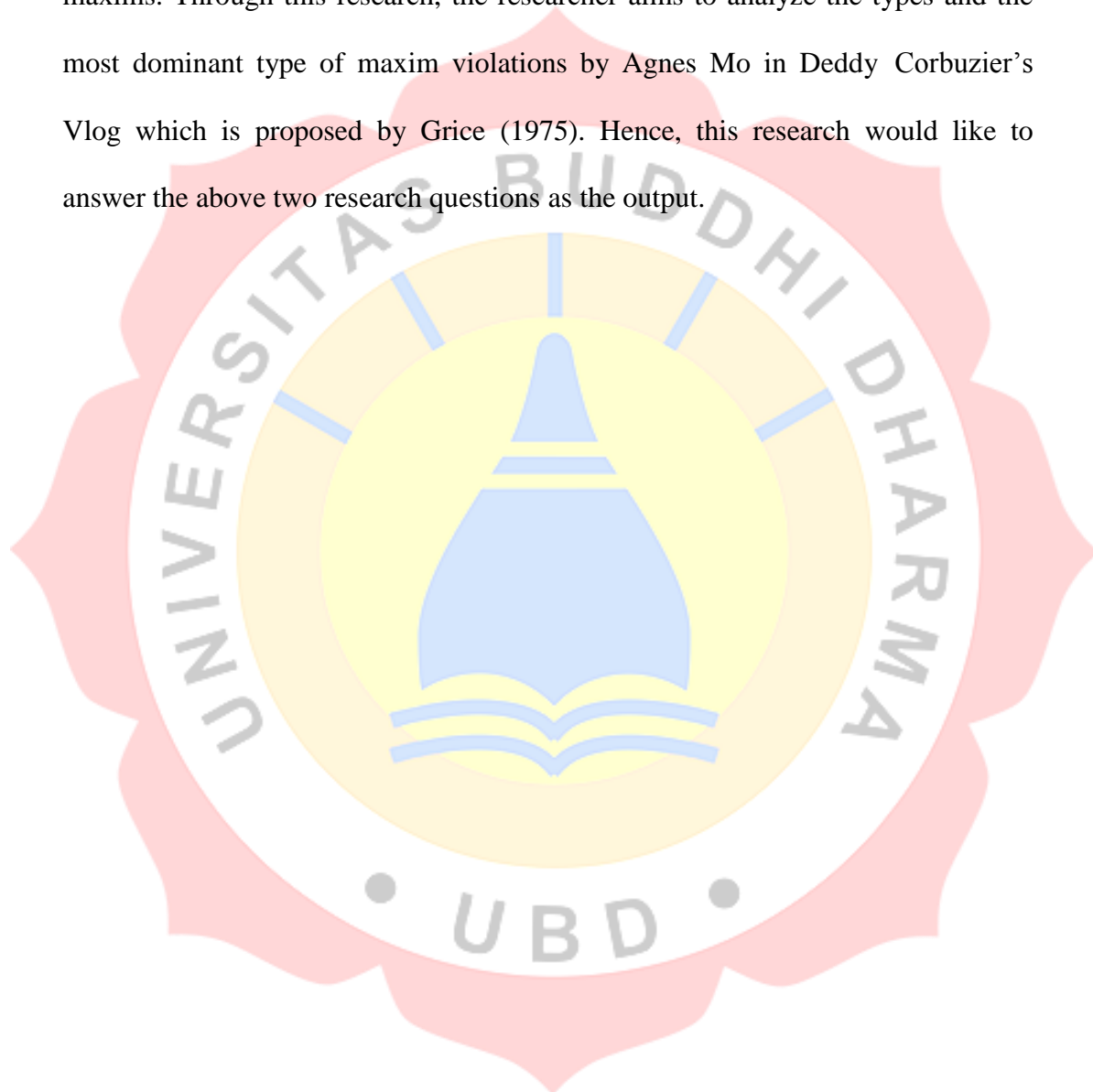


Figure 1.1 Conceptual Framework

The researcher chooses the data source from the interview of Deddy Corbuzier and Agnes Mo in the Video Blog of Deddy Corbuzier YouTube Channel Entitled (*Agnez Mo Menjawab Indonesia – Exclusive! Klarifikasi*). This research uses

pragmatics study which is derivative from linguistics. To conduct the research, the researcher employs the theory of Grice (1975). Grice explains that there are four kinds of maxim violations, it is violation of the quantity maxims, violation of the quality maxims, violation of the relation maxims and violation of the manner maxims. Through this research, the researcher aims to analyze the types and the most dominant type of maxim violations by Agnes Mo in Deddy Corbuzier's Vlog which is proposed by Grice (1975). Hence, this research would like to answer the above two research questions as the output.



CHAPTER II

THEORETICAL BACKGROUND

2.1 Review of Previous Study

In this section, the researcher reviewed three kinds of previous studies on maxim violations which have been already conducted by other researchers and to give evidence the originality of this study. The researcher obtained the previous studies on the internet and Buddhi Dharma University library. The first previous study was done by Meny Wira Maryan from Buddhi Dharma University in Tangerang (2017), in her thesis entitled *The Analysis of Maxim Violation in The Age of Adaline Film*. This research aimed to seek out what kinds of maxim violations found in the film entitled *The Age of Adaline*. In this research, she employed pragmatics approach and qualitative method. This research also employed Grice's theory about maxim violation. The result of this research was that there were four kinds of maxim violations found in this film. They were maxims of quality done by exaggerating, maxims of quantity done by giving too much information or giving less information, maxims of manner done by being obscure and ambiguity and maxims of relation done by being irrelevant.

The second research was conducted by Cynthianita Septifani Purnomo from Sanata Dharma University, Yogyakarta (2017), in her thesis with the title *An Analysis of The Violation of Grice's Maxims on The Boy Movie Script*. The objectives of this research were to find out which Grice's maxims were violated in *The Boy Movie* and what the reasons for the characters of *The Boy Movie* to violate the Grice's maxims. The researcher conducted the qualitative research and

classified the maxim violations according to Grice's maxim violations. The findings in this research were that, for the first research question showed that there were four types of Grice's maxims were violated by the characters of *The Boy Movie* namely, maxims of quantity, quality, relevance and manner, when they provided insufficient, dishonest, irrelevant and unclear information. The characters that violated Grice's maxims were Greta and Malcolm. The findings in this research for the second research question revealed that the characters tended to intentionally violate the maxims in order to achieve particular reasons. By employing particular ways, they violated the maxims in order to save face, protract the answer, avoid the discussion, please the interlocutors, communicate self-interest, being polite and mislead the counterparts.

The third previous study was conducted by Ahmad Ulliyadhi Satria Raharja from State Institute for Islamic Studies (IAIN), Salatiga (2015), in his thesis with the title *Analysis on Maxim of Cooperative Principle Violation by Dodit Mulyanto in Stand Up Comedy Indonesia Season 4*. This research tried to reveal the maxims of cooperative principle which were violated by Dodit Mulyanto in *Stand Up Comedy Indonesia Season 4* in order to raise humor and how Dodit Mulyanto violated maxims of cooperative principle to raise humor in *Stand Up Comedy Indonesia Season 4*. This research was conducted using qualitative method and classified the maxim violations according to Grice's theory. The results of this study were that, for the first research question showed that there were four maxims of the cooperative principle violated by Dodit Mulyanto in *Stand Up Comedy Season 4*. They were maxims of quantity, maxims of quality, maxims of relation and maxims of manner. There were twelve data on

the maxims of quantity violation, whereas the maxims of quality violated in thirteen data, the maxims of relation violated in 22 times and the violation maxim of manner only occurred two times. The findings in this research for the second research question revealed that Dodit Mulyanto violated maxims of cooperative principle in various ways to raise humor of the audience. The maxim of quantity was violated by Dodit Mulyanto by adding an unnecessary sentence to his information and that unnecessary additional information succeeded in raising humor. Dodit Mulyanto violated maxims of quality by telling lies and saying something that is believed to be false by the audience. The maxim of relation was violated by Dodit Mulyanto by making the speech which was not matched with the topic or his own statement before. Moreover, Dodit Mulyanto violated the maxims of manner by using ambiguous language. In addition, Dodit Mulyanto did all of the maxim violations only to raise humor only among the audience.

Essentially, the differences of this research from the previous researches were that the data source and research questions, the previous researches used movie and Stand Up Comedy program as a data source to conduct research. However, in this research the researcher chose the interview in one of Video Blogs from Deddy Corbuzier's official YouTube channel as a data source and the previous researchers analyzed what types of maxims violation, what are the reasons to the speaker violate the maxims and how the speaker violates the maxims. However, this research only focused on analyzing the types of maxim violations and the most dominant type of maxim violations. The similarity of this research from the previous studies is the theory. The previous researchers used Grice's theory to analyze the data about types of maxim violations and in this

research the researcher also used Grice's theory to analyze the data about types of maxim violations.

2.2 Pragmatics

Pragmatics is a branch of linguistics that involves the interpretation of what people mean in a particular context. It includes who they are talking to, where, when and under what circumstances. This study attempts listeners to understand what people mean because every utterance said by people not only consist of word and real meaning but also an intended meaning inside it. Speaker frequently mean much more than their words actually say. For instance, I might say: it's hot in here! but what I mean is: please open the window! or is it all right if I open the window? or you are wasting electricity! .People can mean something quite different from what their words say or even just the opposite.

Pragmatics is the study of contextual meaning (Thomas, 1995: 1). The term of "context" relate to the production and interpretation of meaning in social interaction, which naturally involves speaker and hearer. Furthermore, according to Cutting (2002, 14) pragmatics is the relations between language and context that are basic of language understanding. In addition, Griffiths (2006, 132) stated that pragmatics is the study of how speaker and hearer involves context in the communication in a particular situation.

Pragmatics allows humans into the analysis. The advantage of studying language via pragmatics is that one can talk about people's intended meanings, their assumptions, their purposes or goals, and the kinds of actions (for example, requests) that they are performing when they speak. The biggest disadvantage is

that all human concepts are extremely difficult to analyze in a consistent and objective way. We can conclude that pragmatics is the study that deals with meaning, precisely meaning in interaction which necessarily involves context.

2.3 Cooperative Principle

The cooperative principle serves as a kind of rule to be followed or adhered to whenever members of a speech community engage in a conversation. In the conversation, both speakers and listeners trying to be cooperative in order to the conversation can run smoothly and naturally, construct meaningful conversation and avoid misunderstandings. An effective conversation can happen when the speakers and the listeners can understand each other in a conversation. The cooperative principle, which was first formulated by Grice (1975), is divided into two parts – observance of conversational maxims and non-observance of conversational maxims.

2.3.1 The Observance of Conversational Maxims

The observance of conversational maxims is a kind of norm or rule which is to be adhered to the speakers and hearers who are involved in a conversation whereby they show their willingness to cooperate in order that they can understand each other and the conversation can run smoothly and naturally.

2.3.1.1 The Maxims of Quantity

The first maxims of the cooperative principle is the maxims of quantity, which says that speakers should be as informative as is required, that they should give

neither too little information nor too much. People who give too little information risk their hearer not being able to identify what they are talking about because they are not explicit enough, those who give more information than the hearer needs risk boring them (Grice, 1975 in Seken, 2015: 92). Notice, the following conversation as an illustration:

Shopkeeper : Can I help you?

Customer : I am looking for a cordless mouse.

Shopkeeper : This way, please.

In the conversation, the response made by the customer rightly satisfies the need of information in the utterance issued by the shopkeeper. Customer here obeys the maxims of quantity by giving as much information as is needed.

2.3.1.2 The Maxims of Quality

The maxims of quality require conversational participants to say things that are true or things that they believe to be true. They are assumed not to say something that they believe to be false or anything for which they lack evidence (Grice, 1975 in Seken, 2015: 95). The following example serves to illustrate this case:

An elderly woman was in a clothes store. She was interested in a woolen sweater and asks the sweater price to the sales girl.

Sales Girl : Can I help you, Lady?

Woman : Oh, yes. How much is this sweater, please?

Sales Girl : The sweater. Let me check the price tag. Here we go...It is one hundred fifty thousand rupiahs.

Woman : Thank you, I will take it.

In the conversation above, the sales girl needs a few seconds to check the price tag before giving an answer to the woman's request "how much is this sweater, please?" .This suggests that the sales girl really wants to make sure that her answer to the customer's question is truthful as evidenced by the price printed on the price tag. She says "It is one hundred fifty thousand rupiahs", which is the cost of the sweater as printed on the price tag. This conversation demonstrates that the sales girl has made her contribution as is required whereby she observes the cooperative principle by being truthful in what she says in the conversation with the woman.

2.3.1.3 The Maxims of Relation

The maxims of relation say that speakers are assumed to be saying something that is relevant to what has been said before. In other words, they are required to stay on topic by not saying something that is not related to the context of the talk which may cause a problem of understanding. By staying on topic and saying things that are relevant to the discussion at hand, participants of a conversational talk cooperate in making the conversation run smoothly and naturally (Grice, 1975 in Seken, 2015: 90). For instance, the following conversation as an illustration:

Interviewer : What is your name?

Interviewee : My name is John Brown

Interviewer : How old are you?

Interviewee : I am 21 years old.

In the conversation above, the interviewee makes his responses relevant to the utterances produced by the interviewer. The interviewee's response "my name is John Brown" matches the interviewer's question "what is your name?". Similarly, the match between "how old are you?" and "I am 21 years old" is as obvious.

2.3.1.4 The Maxims of Manner

The last is the maxims of manner that requires participants in a conversational talk to say things that can be easily understood by the other participants. In the maxims, speakers must make their contribution perspicuous and orderly. This means that such contribution should contain nothing that is obscure or ambiguous. In other words, adhering to the maxims, speakers in a conversation are expected to provide as clear information as is required for the hearers to understand it in the easiest and most helpful way (Grice, 1975 in Seken, 2015: 99). The example below serves to illustrate this:

Father : Son, do you know where my mobile phone is?

Son : Yes, Dad. It is on your dressing table.

In the conversation above, the response given by the son is definitely clear and straightforward as what the father's question requires. As such, the son's contribution is precisely what the maxims of manner require.

2.3.2 The Non-Observance of Conversational Maxims

The non-observance of conversational maxims refers to the case in which a speaker disobeys a conversational maxim.

2.3.2.1 The Flouting a Maxim

The flouting a maxim is the case when a speaker appears not to follow the maxims but expect hearers to appreciate the meaning implied (Cutting, 2002: 37). The following example serves to illustrate this case:

Wife : A 3-D movie is now showing at Rex.

Husband : I have to finish the report.

In the example above, both participants disobey a conversational maxim. Clearly, the wife does not say “A 3-D movie is now showing at Rex” just to give a piece of information to her husband. At least this is not the husband’s interpretation of the wife’s intended meaning. Instead, the husband interprets it as a request for him to go with her to see the movie. By saying “I have to finish the report” he declines the request. The wife flouts the maxims of manner. She does not say clearly what she really means, which is a breach of the maxims of manner. Nor does what she says initially express a request in which she wishes her husband to take her out to see the movie. On the other hand, the husband’s response implicates a rejection of the wife’s request. The wife’s interpretation of this rejection is triggered by the fact that the husband flouts the maxims of relevance.

2.3.2.2 The Violating a Maxim

The violation of a maxim is the case when a speaker violates a maxim when she/he will be liable to mislead (Grice, 1975: 49). A speaker can be said to violate a maxim when they know that the hearer will not know the truth and will only understand the surface meaning of the words (Cutting, 2002: 40). In the real life

situations, many people tend to break the maxims of Grice's cooperative principle when they communicate.

2.3.2.2.1 Violation of the Quantity Maxims

The violation of the quantity maxim means the conversation turns ineffective because the participant gives information more or less than it is needed or it becomes inefficient and unfocused because the information given excessively exceeds the information needed. The example below serves to illustrate this:

A : Does your dog bite?

B : No.

A : (Bends down to stroke it and gets bitten) Ow! You said your dog doesn't bite!

B : That isn't my dog.

B's answer to A's question in dialogue, B describes violates of the quantity maxims. B violates the maxims of quantity by saying "No". No is not the right amount to give the information to A's question. It is too less informative in such the situation. The situation asks B to provide an informative explanation. A really informative explanation needed by A from B is, for instance it is not my dog, so I do not know whether the dog likes to bite or not. However, B intentionally does not provide such an informative contribution. Even though, B knows that A is talking about the dog which is beside B and it is not B's pet.

2.3.2.2.2 Violation of the Quality Maxims

The violation of the quality maxims is a case when a speaker participant in a conversational talk is untruthful in his or her contribution. This is a case when what is said in a conversation is untrue or nonfactual. In other words, the quality maxim is broken when a speaker makes untruthful contribution while he or she knows about the untruthfulness of what he or she says. An example below serves as an illustration, with regard to this phenomenon:

Joice : How did you like the performance of the band?

Hilda : I enjoyed it very much, especially the part that made me sleep.

In the example above, it can be said about Hilda's contribution in answering Joice's question, she says "I enjoyed it very much" which she knows to be untrue as it is contradicted by the other part of her utterance, "especially the part that made me sleep". Logically, a performance that makes the looker-on sleepy and fall asleep cannot be an enjoyable performance. Hilda's contribution does not qualify to satisfy the requirement of the quality maxims as some part of it renders something contrary to the fact concerning the performance of the band.

2.3.2.2.3 Violation of the Relation Maxims

The violation of the relation maxims potentially occurs when there is some unconnected information during conversation. When a speaker conveys a message and the listener do not respond in a relevant way, so that the listener broken the maxims of relation. An example below serves as an illustration with regard to this phenomenon:

Megan : Somebody has eaten my cookies.

Mariah : Tommy has been in his grandma's since yesterday.

From the example above, it can be concluded that Mariah's contribution in responding to Megan's utterance in the conversation has broken the maxims of relation. Megan's talk is concerned with "her cookies that have been eaten by an unspecified person" while Mariah's contribution is concerned with "Tommy's staying in his grandma's house since the day before". Both Megan and Mariah do not see any connection between them in the conversation, Mariah can be regarded as being uncooperative or breaking the cooperative principle by making her contribution irrelevant to the conversation at hand.

2.3.2.2.4 Violation of the Manner Maxims

The violation of the manner maxims occurs when the utterance is said cause ambiguity and confusing. The example below serves to illustrate this:

Thomas : Whom did you go to the movies with last night?

Sharon : Someone you know.

In the example above is a case in which a participant seems to blatantly break the maxims of manner with the intention to generate a meaning apart from what is said. The participant in question, Sharon, seems to intentionally make her contribution unclear at the level of what she says by saying "someone you know" instead of giving who the person precisely is in order to generate a meaning such as "it is a person I do not want to tell you about" or "you are being nosy".

2.3.2.3 The Opting Out a Maxim

The opting out a maxim is the case when the speaker is unwilling to cooperate in the way the maxim requires (Thomas, 1995: 74). Hence, the speaker hides a truth because it is confidential or for some other reason. Observe the following example:

A : Will two million be enough?

B : It costs more than that. (B knows how much)

The speaker B in the conversation above hides the truth for some reason. This is done by opting out the maxims of quantity, which is the speaker's contribution is less than is necessary or less than what is needed by the listeners.

2.3.2.4 The Infringing a Maxim

The infringing a maxim is the case when a speaker fails to observe a maxim at the level of what is said with no intention of generating an implicature and with no intention of deceiving (Thomas, 1995: 74). The following example serves to illustrate this case:

“A foreign student studying in Sydney went to a market on Saturday morning. After buying fish, vegetables and fruits, he went to a stall to buy rice”.

Foreign Student : Excuse me, Ma'am. Do you have lice?

Stall Keeper : I beg your pardon?

The example shows a case of infringing the maxims of manner by virtue of the student's inability to pronounce the English word “rice” correctly. Note that the English sound /r/ may be difficult to produce by certain learners of English. The sound may be confused with another sound /l/.

2.3.2.5 The Suspending a Maxim

The suspending a maxim is a case in which the speaker needs not opt out of observing the maxim because there is no expectation for the maxim to be observed (Thomas, 1995: 76). Suspending a maxim can also refer to the case in which the speaker does not tell the truth (non-observance of the maxim of quality) because it (the truth) may endanger the addressee or other people. The following conversation serves to illustrate this case:

“Anda mengalami sedikit gangguan kesehatan paru-paru”

“You have a bit of a problem with your lungs”

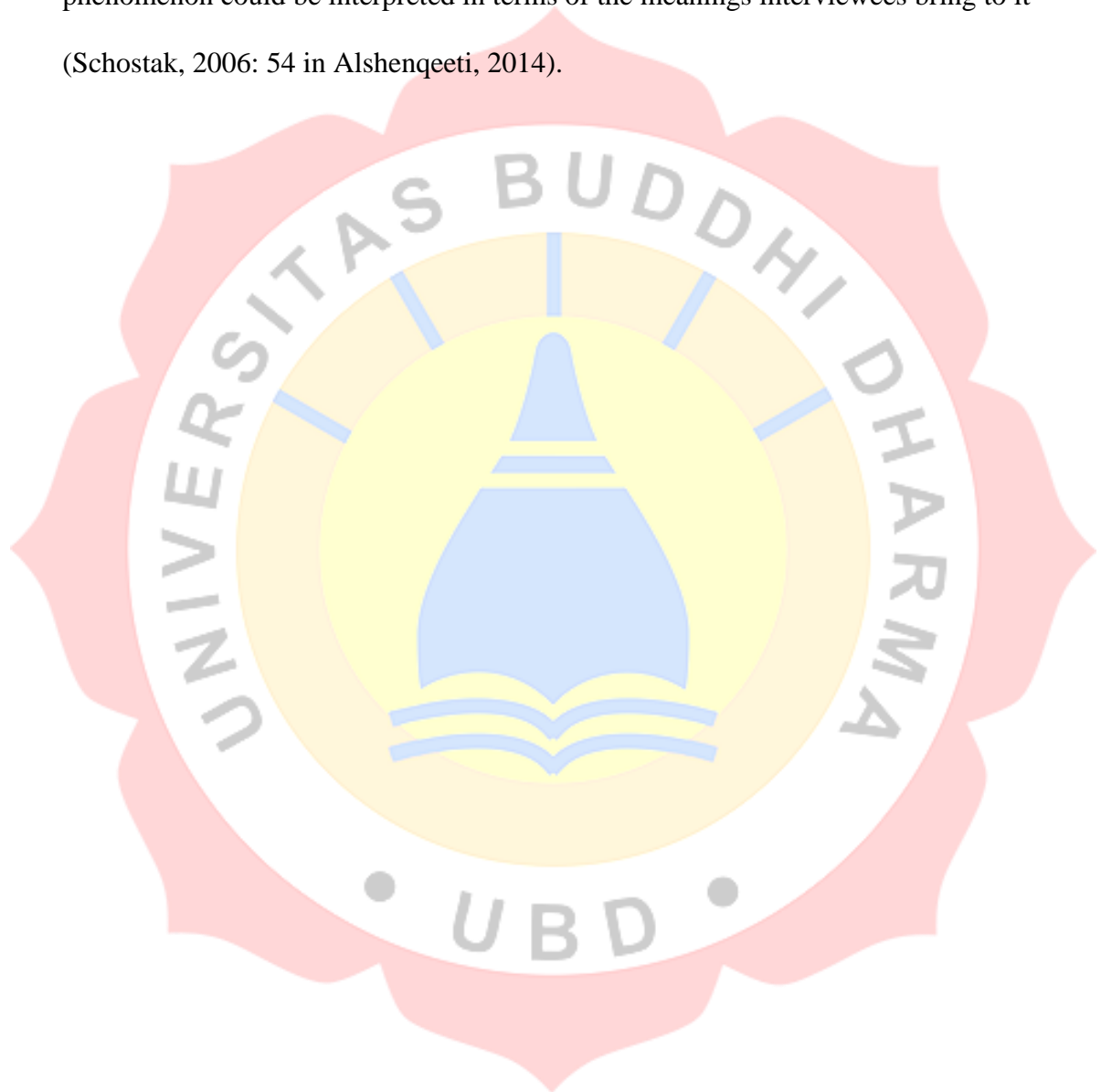
(In fact the addressee has lung cancer).

2.4 Video Blog

Video blog (vlog) is a type of computer mediated communication (Frobenius, 2014 in Zhang, 2018). The basic form of a vlog features an individual talking to a camera, with content loaded on the Internet. Individuals make video blog to document their lives, make commentaries, express feelings, generate ideas and form communities (Nardi, et al, 2004 in Zhang, 2018), but in an audio-visualised form. Vlogging is a way of connecting with others in the world while presenting vloggers themselves (Christian, 2009 in Zhang, 2018). In doing video blog, people can do an interview as a content for the video blog.

An interview is a conversation for gathering information. An interview involves an interviewer, who coordinates the process of the conversation and asks questions, and an interviewee, who responds to those questions. Interviews can be conducted face-to-face or over the telephone. The internet is also emerging as a

tool for interviewing. Interviews are an appropriate method when there is a need to collect in-depth information on people's opinions, thoughts, experiences, and feelings. Interview is an extendable conversation between partners that aims at having in-depth information about a certain topic or subject, and through which a phenomenon could be interpreted in terms of the meanings interviewees bring to it (Schostak, 2006: 54 in Alshenqeti, 2014).



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Approach

In research and methodology theories, there are two kinds of research approach – quantitative approach and qualitative approach. According to Creswell (2009: 4) quantitative approach is an approach in research that provides an explanation of objective theories by examining the relationship among variables being tested by the investigators. These variables can be measured, typically on instruments, so that numerical data can be analyzed using statistical procedures. Quantitative methods involve the processes of collecting, analyzing, interpreting, and writing the results of a study in the forms of numbers. Data is collected using statistical procedures. The numbers represent values of variables, which measure characteristics of participants, respondents, or other cases. Furthermore, according to Leavy (2017: 9) quantitative research involves measuring variables and testing relationship between variables, to reveal patterns, correlations or causal relationship. Researchers may employ linear methods of data collection and analysis that result in statistical data.

Contrary to quantitative approach, qualitative approach is a research approach for exploring and understanding the meaning individuals or groups to a social or human problem (Creswell, 2009: 4). A qualitative approach contains information about the central phenomenon explored in the study. The result of qualitative approach does not apply in the form of numbers in analyzing the data, but it shows the result of data analysis in form of description. In this regard, the

researcher chose interview as a data analysis, the data were collected in the forms of sentence or statement, not in the forms of numbers. Therefore, in this research the researcher would like to apply qualitative approach. It was descriptive qualitative approach because the researcher would like to show research findings in the form of descriptive explanations. In this research, the researcher had done her best in analyzing the types and the most dominant type of maxim violations by Agnes Mo in Deddy Corbuzier's Vlog.

3.2 Data Types

Data are the object of research. In this section, the researcher would like to describe the data types. Basically, there are two types of the data – quantitative data and qualitative data. Quantitative data are usually expressed in the forms of variables and specific measurements and the data can be transformed into usable statistics. Contrary to quantitative data, qualitative data is usually in the form of descriptions and focuses more to ask the questions “what”. When analyzing qualitative data, people develop explanations and the explanations tend to be rich in detail.

Qualitative data used to describe details about people, actions, and events in social life. The data are in the form of text from documents, observational notes, open-ended interview transcripts and audio or videotapes (Neuman, 2014: 477). The collected data of this research refers to the qualitative data. Data in this research are in the form of sentence or statement. In this research, the data took from a Video Blog of Deddy Corbuzier YouTube Channel Entitled (*Agnez Mo Menjawab Indonesia – Exclusive! Klarifikasi*).

3.3 Data Source

Types of data used in doing research are basically primary data and secondary data. Primary data are data that were previously unknown and which have been obtained directly by the researcher for a particular research project (Currie, 2005: 89). In primary research, the researcher directly contacts with the original source of the data. Primary data is collected firsthand by a researcher through experiments, online surveys, questionnaires, interviews and focus group. The advantages of primary research are data collected is accurate, allows researchers to go in depth of a matter and data collected can be controlled. On the other hand, the disadvantages of primary research are primary research can be quite expensive to conduct and time-consuming.

Contrary to primary data, secondary data is a research method that involves using already existing data. In the secondary research, the data are available on the internet, public libraries and educational institutions. The advantages of secondary research are most information is available, secondary research is a less expensive and less time-consuming process and quicker to conduct because of availability of data. On the other hand, the disadvantages of secondary research are although data is available, credibility evaluation must be performed to understand the authenticity of the information available and not all secondary data resources offer the latest reports, even when the data is accurate, it may not be updated enough to accommodate recent timelines.

In this research, the researcher used secondary data, because the source of data was the transcript of interview from YouTube channel. The researcher took the data from a Video Blog of Deddy Corbuzier YouTube Channel Entitled

(*Agnez Mo Menjawab Indonesia – Exclusive! Klarifikasi*). The researcher transcribed the sentence or statement of the interview into written text as a data source. The video was published on November, 28th 2019. The duration was 46 minutes 42 seconds. The number of the viewers who watched the video was 3.974.761 viewers and 214.000 likes. The link of the data source: <https://www.youtube.com/watch?v=1o4hOpH54Kk>

3.4 Data Collecting Method

In this research data were collected from the Video Blog of Deddy Corbuzier YouTube Channel Entitled (*Agnez Mo Menjawab Indonesia – Exclusive! Klarifikasi*). This research is aimed at finding out the types and the most dominant type of maxim violations by Agnes Mo in Deddy Corbuzier's Vlog. To collect the data, the researcher employed several techniques:

1. The researcher watched the Video Blog of Deddy Corbuzier YouTube Channel Entitled (*Agnez Mo Menjawab Indonesia – Exclusive! Klarifikasi*).
2. She transcribed the utterances or statements of the interview into written forms or texts.
3. She employed a relevant theory of types of maxim violations with regard to the research questions. In this regard, the researcher employed Grice's theory.
4. She interpreted the sentences or statements made by Agnes Mo into the categories of the maxim violations.
5. She analyzed the data based on Grice's theory in order to answer the research question.
6. Lastly, she made the conclusion from all the analysis above.

3.5 Data Analysis

The researcher employed qualitative descriptive method to analyze the data. In analyzing the qualitative data, it needs to collect a great deal to describe details about people, actions, and events in social life. Analysis allows researchers to improve understanding, expand theory, and advance knowledge. The researcher would like to conduct the research by taking the following steps as follows:

1. The researcher watched the Video Blog of Deddy Corbuzier YouTube Channel Entitled (*Agnez Mo Menjawab Indonesia – Exclusive! Klarifikasi*).
2. She transcribed the utterances or statements of the interview between Dedy Corbuzier and Agnes Mo into written forms or texts.
3. She analyzed the types and the most dominant type of maxim violations by Agnes Mo based on Grice's theory.
4. Finally, she showed the research findings.