

An Analysis of Flouting of Maxim in Aiman's Talkshow 'Tudingan Konspirasi Di Balik Korona'

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Abstract

The aims of this study are to investigate the flouting of maxim and analyse the implicature of it. To interpret and analyze the data, the research applied a descriptive qualitative method. The data were the utterances produced by Aiman Wicaksono as the Interviewer and Jerynx SID as the Main Guest speaker. The researchers conducted the analysis by identifying the data applying Grice's Cooperative Principle (1975), categorizing the flouting of maxims as well as investigating the most dominant maxim of floating which occurred in Aiman's talkshow video. The result of the finding shows that the guest speaker flouted all maxims. The maxim flouted when the speaker responded irrelevant statements, answered to the question but lack of adequate evidence, said too much and or too little information than it is required, and replied something unclear or ambiguous as well as provided unnecessary prolixity. The study discovers that there are 6 occurrences of flouting the maxim of relevance, 4 occurrences of flouting the maxim of manner, 1 occurrence of flouting the maxim of quantity, and 1 occurrence of flouting the maxim of quality. It is found in the research that the most dominant occurrence of flouting maxim is maxim of relevance. It is indicated by the contributions provided by the guest speaker where he does not make the contributions relevant to the questions and context.

Keywords

flouting maxim
cooperative principle
implicature

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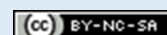
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Introduction

In a communication, language plays a pivotal role in conveying the meaning and idea from one to another. Both speaker and hearer become an indicator of a successful conversation. In any discussion, the successful of a communication deeply depends on both. In the process of delivering the statements, it is very common that they might change their role where one becomes hearer and in another position becomes speaker. Pertaining to this situation, the meaning that they serve must obey the rules in order that the communication runs smoothly. These rules are widely known as cooperative principle. Grice (1975 in Morgan, 2011) states that when speaker and hearer communicate, it is assumed, without realizing it, that they will automatically be cooperative. In brief, In order to obtain the mutual conversational, people tend to cooperate within their conversation.

Furthermore in the context of communication, people are expected to be able to obey the Cooperative Principle as proposed by Grice (1975, as cited in Levinson, 1983, p. 101). The Cooperative Principle will absolutely lead them to create a conversational contribution such as is required. At the process of conversation, the accepted purpose or direction of the talk will lead them into a mutual understanding of what being discussed (Grice, 1975, as cited in Yule, 1996;37). In particular, Grice (1975) proposed the Cooperative Principle into four different maxims (Levinson, 1983; 101–102; Thomas, 1995 ;51; Grundy,2008 ; 95 – 97). Those maxims are elaborated as follow:

1. Maxim of Quality
It is in the situation where people try to make their contribution to be true.
 - a. Say what you believe to be true.
 - b. Do not say anything for which you lack evidences.
2. Maxim of Quantity.
 - a. It is in the situation where people make their contribution as informative as required.
 - b. Do not make your contribution more or less informative than is required.

It is in the situation that the speaker should be proper in delivering the information by providing the information as required by the hearer. Do not give the information too much or too little.
3. Maxim of Relevance; make your contributions relevant with the topic being discussed. In this context, the speaker should be able to provide answers that relevant to the topic.
4. Maxim of Manner. It means to avoid the ambiguity or obscurity of any expression. Brevity and orderliness of an expression are implied in this maxim of manner. In brief, it is in the context that the speaker should be able to provide the answers orderly and clearly in order to avoid ambiguity and or confusion.

From those points of views, it can be highlighted that communication can run successfully since both speaker and hearer follow the concept of maxims. However, if the speaker and hearer break the maxims, they frankly flout a maxim in order to deliver an indirect information or provide some hidden meaning or messages, which is known as implicature (Yule, 1996, p. 35; Thomas, 1995, p. 66;).

There are some people, during a conversation, are reluctant to cooperate since they carry some reasons for example making jokes, being polite or just avoiding unpleasant situation. Maxim of Flouting takes place when the speaker decides not to obey the cooperative principle so that the hearer will guess the hidden meaning delivered by the speaker. Grice (1975, as cited in Thomas, 1995; 64) proposes five ways of failing to investigate a maxim, such as violating, opting out, infringing and or flouting. This is also in line with the statement expressed by **Chaer** (2010;39) that many factors caused a communication not cooperative that (1) the hearer knows nothing about the knowledge , (2) hearer unconscious , (3) hearer is not interested, (4) hearer is not pleased and trying to avoid ,(5) speaker and or hearer does not understand,(7) hearer is considered to code of ethics, (8)speaker and hearer are joking. He assumed that the one that creates an implicature is by means of flouting a maxim.

Furthermore, Thomas's statements is also supported by Mey (1996 ;70) that provides a more concise and comprehensive definition of flouting, it is known as a case of verbal communication when people make an obvious show of breaking one of the maxims in order to lead the addressee to find an unstated meaning". Flouting the maxim can also become a signal to the listener that the speaker disobeys the rule of cooperative principle (Cruse 2000: 36). However, this research only focuses on investigating the maxims.

The speaker does a flout of a maxim when he or she intentionally suggests the listener to find an unstated meaning of what is said. As Grice (1975) states that this situation is considered being as "conversational implicature" and he calls this term as the process of "flouting a maxim" (Thomas, 1995; 65).

When a speaker flouts the maxim of quantity, he might seem to give such shorter responses aiming to avoid making the hearer upsets and expecting that they can infer from the explanation provided. Then when the speaker flouts the maxim of quality, he, as a matter of fact, does not represent the reality or when the speaker says something untrue. In another situation, when the speaker flouts the maxim of relevance, it means he responds to the hearer by providing an irrelevant response to the topic being discussed. Meanwhile the speaker who flouts the maxim of manner is when he explores an ambiguous or unclear utterance to a conversation. When non observance of a maxim is intended to be recognized as deliberate, this is a case of Maxim Flouting (Hancher, 1978 in Kreidler, 1998).

Conversation is a common way of talk in which people may convey it interchangeably. From this point of view, it is supposed that there should be at least two participants, the speaker and the hearer, who carry out the conversation and the interchange the roles (Levinson,1983;284). In other words, as a means of communication, language functions as an instrument to keep a good relationship between participants. This corresponds to the opinion stated 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.

Dealing with a successful and effective communication, Grice (1975) highlighted the cooperative principle to see whether or not a communication runs smoothly. The cooperative Principle covers the maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner. He added that make your conversational contribution as is required, at the stage at which it occurs by the accepted purpose or direction of the talk exchanged in which you are engaged (Grice 1975 in Thomas, 1995: 61).

As a matter of fact, implicature can be found in many conversational contexts. There are many researchers are concerned and conducted studies previously on Grice's cooperative principle such as in debates and movie scripts (Oktavia 2014; 36). Since maxim of flouting helps people in analysing the meaning on conversation, this attracts researchers to analyse in different perspective and scope of limitation. There are some researchers have conducted similar context, that is flouting of maxim, but with different discussion. Andresen (2014) and Oktavia (2014) conducted this kind of flouting of maxim research in a comedy series and in a film and investigated that maxims of quantity dominantly flouted.

Further, Anderson provided an elaboration that the flouting of quantity that took place was made by speaker as the speaker wanted to only entertain the hearer by offering jokes. Meanwhile Oktavia (2014) proved that the most dominant flouting of maxim occurred in a film is as to convey a hidden expression, hide the truth and try to avoid bad things during the dialogue. Besides that, Hassani Nibros (2019) conducted a research of flouting of maxim on Twitter Influencers' tweets. Hassani found that the flouting of maxim is varied and has multiple purposes such as to make jokes and to make the speaker understand both purposes that are done in flouting and in contrast. This clearly suggests that cooperative principle is not always obeyed when it functions to maintain a conversation.

The Cooperative principle explained by Grice gives us a clear understanding that in a conversation each participant (speaker and listener) should provide an effective contribution as required, relevant to the context, clear and brief so that both of them may reach to the same understanding of the meaning that they are in an attempt to convey. Generally speaking, the meaning that is conveyed by a speaker yet implicitly stated is called implicature (Yule 1996;35). Simply, if one fails to recognize the meaning during the conversation, it results to the

confusion. Therefore, there are some cases which listener finds it difficult to understand the meaning when a speaker states an incomplete or unclear statement within a communication.

However, this study deals with the analysis of flouting of maxim in different conversational context, primarily in the talk show program. Therefore, this research specifically is an attempt to (a) investigate the kinds of maxim flouted by the main guest speaker, and (b) as well as analyse the implicature of his utterances. The two fundamental concepts were adopted to analyse the kinds of flouting of maxim. The Cooperative Principle as proposed by Grice (1975, as cited in Levinson, 1983, p. 101) will further elaborate the kinds flouting of maxim. Meanwhile, Yule (1975, as cited in Thomas, 1995; 58), will find the emphasis on the implicature conveyed by the speaker.

Method

This study applied a descriptive qualitative method by limiting the analysis on the types of flouting maxim that are uttered during the talk show between Aiman and Jerynx. By the term qualitative research, it means that the research deals with words, and the purpose is to explain a phenomena or individuals

(Strauss and Corbin, 1998; 11). The data were the utterances of Aiman as the interviewer and Jerynx as the guest speaker who are involved in this research. Their utterances become the data to this research. The data were downloaded and saved offline from the YouTube video of "Tudingan Konspirasi Di Balik Korona" on May 7th 2020. The total duration of the video is about 15 minutes 18 seconds. The data covers issues on global conspiracy on Covid19 Pandemic. The researchers collect the data to find out the findings. After the data were collected, the researchers then analysed and classified them based on the conversational maxims as proposed by theory of Grice, aiming to find the maxim that mostly flouted in the video.

In order to obtain clear meaning of a conversation, people need to actively involve themselves in it. The Implicature can provide a communication sound more efficiently than by explicitly saying everything they want to communicate. In this situation, the hearer has to be able to assume that the speaker is cooperative, and provide a comprehensive insight into what the speaker's intention and implication under the words spoken. As Brown (1983; 31) argued that the additional information delivered more than what words that the speaker explicitly addresses are known as an implicature. Simply, implicature is conditioned by the meaning of the sentence applied. Grundy (2008;76) also expresses that whenever a maxim is flouted in a conversation, there must be an implicature implied aiming to save the utterances from simply appearing to be faulty contribution. Similarly, Manurung (2019), p. 10) defines implicature as something that is delivered beyond the semantic meaning of the words in a conversation, it is something that can provide or add an extra meaning behind conversation.

In line with Grice's statement (1975, as cited in Thomas, 1995; 58), states that implicature is divided into two types, conventional and conversational implicature. Conventional implicature are words that can carry an implicature within a sentence, something that is associated with specific words and result in additional delivered meanings when those words are used. This statement is also supported by Bussmann (2006) stated that in uttering a sentence S, a speaker implies that p is the case if, by having been uttered, S suggests as its conclusion p, without p having been literally said. If the conclusion rests exclusively on the conventional meaning of the words and grammatical constructions that occur in S, then the conclusion is called a 'conventional implicature.' Since Karttunen and Peters (1979) most presuppositions are interpreted as conventional implicatures" (Bussmann, 2006, p. 221) Therefore, it is in conversational implicature that a conversation has more meaning than the words spoken.

On the other hand, conversational implicature is an assumption that the speaker suggests and inferred by the hearer in a normal exchange situation of a conversation. In contrast to conventional implicature that does not depend on the special contexts for their interpretation, the conversational implicature is not intrinsically associated with any expression (Grundy as cited in **Victory**: 2010). Conversational implicature tends to be applied and is inferred from the use of some utterances in context of communication.

Result

This section presents and discusses the findings covers the flouting of maxims on a talk show, Aiman Talk show, that the male singer becomes a guest speaker. The flouting maxims in conversational conversation features are presented in order and then classified into four categories as suggested by Grice (1975). Those are the maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. The table presented below is the the summary of the maxims that the speaker flouts.

Table 1. Summary of the Flouting Maxims

Types of the Flouting Maxims	Number of Occurrences	Percentage
Quality	1	8.3 %
Quantity	1	8.3 %
Manner	4	33.4 %
Relevance	6	50 %
Total Number	12	100 %

Table 1 proves that there are 12 flouting maxims uttered by the guest speaker. It also shows that the most dominant flouting maxim is maxim of relevance. The data obviously shows 6 times or 50 % and followed by the maxim of manner that is flouted 4 times or 33.4%, the maxim of quantity flouted 1 time or 8.3% and the maxim of quality flouted 1 time or 8.3%.

Table 2. Summary of guest speaker's manners in flouting the maxims

Manner in Flouting the Maxims	Number of Occurrences	Percentage
Giving lack information	1	8.3 %
Saying something untrue/ lack of adequate evidence	1	8.3 %
Giving irrelevance response	6	50 %
Saying something ambiguous/unclear	2	16.7%
Giving unnecessary prolixity (verbosity)	2	16.7%
	12	100 %

Discussion

The analysis of flouting maxims are elaborated and identified through six manners (as adapted from Levinson, 1983, p. 101 – 102; Thomas, 1995, p. 51; Grundy, 2008, p. 95 – 97). Below is the summary of how the guest speaker flouts maxims:

The Flouting of Maxim of Quality

In analysing the maxim of quality, the speaker is expected to provide true responses or for which the speaker does not have sufficient evidence in responding d to the interviewer (Levinson, 1983, p. 101 – 102; Thomas, 1995, p. 51; Grundy, 2008, p. 95 – 97). The following interview presents us how the guest speaker flouts maxim of quality:

A = Aiman

GS = Guest Speaker

Example (1)

A : Dari mana anda menyebutkan angka 99.9 penderita korona sembuh, data darimana??

(how did you mention that 99.9 % of patients of Covid-19 recover from their illness? Where did you obtain the data from?)

GS : Data hasil diskusi dengan dokter Tirta , dari jika anda tidak berusia diatas 60 , imun tidak super sehat kesempatan sembuh sangat besar.dan anda tidak memiliki penyakit bawaan, anda akan sembuh.

(It is as the result of discussion with Doctor Tirta, it is mentioned that if you are under 60 years old of age, and you have a super healthy immune, the chance to recover from Covid-19 will be really possible, further more if you do not have any congenital illness , this will be very possible to recover from it).

From the conversation shown above, it can be taken a draw that the guest speaker's utterance as shown in example 1 flouts the maxim of quality. By saying 'dari hasil diskusi dengan dokter Tirta , dari jika anda tidak berusia diatas 60, imun tidak super sehat kesempatan sembuh sangat besar. This clearly indicates that the guest speaker does not provide enough evidence. He can not explain the data adequately that support his statement of 99.9 % of patients recover from Covid-19. This obviously implied that he does not know much about the exact data that makes his statement to be true.

The Flouting of Maxim of Quantity

It takes place when the guest speaker provides too little or too much information as required, below is the example of the dialogue between the interviewer and guest speaker.

Example (2)

A : Anda melakukan riset hal tersebut, dari buku, artikel termasuk internet tentang konspirasi?

(Did you conduct any research towards this situation; you might seek it from books, any articles on the internet about conspiracy?)

GS : Too much information.

Based on the dialogue above, it is obviously seen that the guest speaker does not provide sufficient information as required by the interviewer. It can be seen from the way he responded saying 'too much information'., he seems less informative in providing the responses on how that the Covid-19 pandemic is as the result of the global elite conspiracy. Actually, if he delivers the statement as informative as possible, he should have explained the answer deliberately. For example, his statements could be uttered 'terkait pembuktian awal tentang konspirasi dibalik kejadian Covid sebagai akibat dari konspirasi elit global, saya dan tim menemukan beberapa kebocoran data dari informasi terpercaya yang sangat bisa diandalkan kerahasiannya dan ini menunjukan ke arah konspirasi' (as a preliminary evidence on this conspiracy behind this Covid-19 Pandemic as a result of a global elite conspiracy, i and team have found several data leaks and these information are reliable and confidential leading to conspiracy).

The Flouting of Maxim of Manner

It happens when the guest speaker flouts the maxim of manner. He provides such an ambiguous and obscure utterances (Levinson, 1983, p. 101 – 102; Thomas, 1995, p. 51; Grundy, 2008, p. 95 – 97). Below is how the example of flouting of maxim of manner illustrated.

Example (3)

A : Dari mana anda punya data bahwa swab test vcr itu tidak valid?

(How do you know that Swab Test VCR is invalid? Where do you obtain the data From ?)

GS : Karena banyak sekali orang yang di tes, setelah hasilnya positif, dan di tes kembali hasilnya negatif. hasilnya tidak valid, banyak menimbulkan kesimpangsiuran informasi.

(There are so many people are tested, the results are confirmed of covid19, once they are asked to retest, and the result confirmed to be negative. This is an invalid information causing to confusion).

Example (4)

A : Menurut anda kejadian ini kebetulan sehingga anda kaitkan dengan konspirasi

(Do you think that these incidents so coincidence that you associate to a conspiracy?).

GS : Karena kebetulanya terlalu banyak, bill gates sudah lama investasi di bidang digital ID 2020, kita di dimainkan dengan angka statistik korban yang signifikan , media mainstream, elite global tidak bisa memakai tentara ormas untuk menakut

nakuti orang. mereka menggunakan senjata paling ampuh yakni media , media

mainstream yang menyerang kehidupan manusia secara langsung di rumah melalui handpohone, televisi.

(Because there are too many coincidences, it has been a long time since Bill Gates has invested his funds in digital ID 2020, we are fooled by statistical data that shows significant victims, the mainstream media,

the global elite are unable to direct their people to frighten our society. That's why they use their power, the mainstream media, to attack people at home directly via cell phones and television).

From the dialogues above, it obviously shows us that the statements or utterances are unclear since they make the listener ambiguous. In this situation the guest speaker does not clearly explain the invalid words. If he conveys the utterance clearly, his utterance could be 'saya mengamati dan mengikuti dari 75 % orang sakit yang di test swab dan kemudian mereka di tes ulang ternyata hasilnya 70 % dari mereka tidak positif, data ini ada dan saya pegang. Ini tidak valid. (I take part and observe the situation that 75 % of people confirmed to be positive and they are retested of swab PCR and 70% of them are confirmed to be negative of Covid-19. I have the data with me. This is really invalid. Besides that, as it is illustrated on example (4) that the guest speaker gives unnecessary prolixity by saying too many coincidences related to the situation happens as well as giving one name, Bill Gates seems as the actor behind the conspiracy.

The Flouting of Maxim of Relevance

Flouting the maxim of relevance takes place when the guest speaker responds to the speaker by not giving a relevant response to the topic being discussed. Here are the evidences of how flouting maxim of relevance shown.

Example (5)

A : Kalau tidak pakai data WHO, pakai data siapa ? Anda punya tim statistic sendiri mungkin? Dari mana anda mengatakan 99 persen pasien sembuh ? Sudah melakukan perhitungan ?
(if we do not refer to the statistical data given by WHO, whose data are we referring to ? or do you might have an independent team? How do you state by 99 % of patients recover? Did you conduct any research?)

GS : Sampai sekarang tidak ada 1 pun orang meninggal hanya karena covid
(up to now no one dies because of purely covid-19).

Example (6)

A : Dimana covid 19 yang anda katakana sebagai konspirasi, jelaskan kepada saya bahwa ada teori konspirasi yang jelas bahwa covid 19 itu konspirasi
(As you mentioned before that covid-19 is a conspiracy, can you please explain me an obvious theory of conspiracy that Covid-19 is a real conspiracy.

GS : Anda bisa cari ke media media , dr Andrew causman, Rasyid Butar, dokter indo, Siti Fadilah Supari, mereka melawan narasi global yang di tetapkan WHO tuk menakuti rakyat.
(You can find the information about it on media, Dr Andrew Causman, Rasyid Butar, Doctor Siti Fadilah Supari, they are all doctors who fight against the global narration stipulated by World Health Organization which only to frighten the society).

From the dialogue above, it is obviously shown that the guest speaker flouts the maxim of relevance by providing irrelevance responses. As we can see in example 5 where the interviewer asks the speaker's independent data or if he has conducted any research to investigate the people died because of Covid-19. However, he only answers *'tidak ada satupun yang meninggal hanya karena Covid*. There is no one dies because of purely Covid-19. If he utters the relevance answer, his response should be , 'Ya, saya dan tim sudah melakukan riset dan observasi ke beberapa rumah sakit yang menangani psaien covid dan menemukan mereka yang meninggal bukan pure karena terjangkit covid tapi ada penyakit bawaan dan belum ada yang meniggal karena covid ini, ini saya dikonfirmasi oleh tim investigasi independen saya. (Yes, I and team have conducted and observed to some hospitals that handle the patients of Covid and found them who died are not because of purely Covid-19, but due to congenital illness. I got informed by my independent investigation team that conducted this research.)

Furthermore, the guest speaker in example (6) flouts the maxim of relevance as well by giving irrelevant answer to what being asked by the interview on the theory of conspiracy. If he could answer the relevance response to the question, his utterances could say "ya ada teori ini dikemukakan oleh seorang ahli konspirasi bernama(sebutkan nama) yang mengatakan bahwa (menjelaskan isi teori tersebut), dipaparkan teori tersebut dan kaitanya dengan covid-19 ini.(yes there is one expert on conspiracy theory (state the name), his theory states that (explains the detail of the theory) and correlate it to the Covid-19 issue.

Implicature

Those flouting maxims aforementioned have their own implicature towards the context of each conversation that illustrates the reason why the speaker does flouting of maxim. Based on the findings, it is found that conventional implicature to be the most significant case found during the conversation. The speaker is a singer who, as a matter of fact, does not really know well about the theory of conspiracy and he seems lack of adequate and or factual data about the Covid-19 issues that are going on. Therefore he explores the answers using ambiguous, an inadequate and or irrelevant response as his strategy since he cannot answer the question frankly. When having no adequate evidences related to the questions being asked about the topic or when he has to prove by the data, the speaker normally will use an implicature to blur the responses. He, as a matter of fact, has the responsibility to respond to the questions in order to be considered being as a cooperative guest speaker.

Conclusion

Based on the data elaborated and analysed above, the researchers take a draw that the four maxims flouted are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. The maxim of relevance is flouted dominantly. In flouting the maxim, the speaker demonstrates several manners such as saying something untrue, giving more or less information, providing irrelevance responses, uttering something ambiguous or unclear statement, as well as giving unnecessary prolixity. The conventional implicature becomes the pivotal contribution in the conversation since the responses delivered by the speaker do not contribute to the truth condition of the sentences or questions.

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