

**AN ANALYSIS OF THE NON-OBSERVANCE  
POLITENESS MAXIM ON THE TV SHOW  
*"KIDS SAY THE DARNDDEST THINGS"***

**THESIS**

By:  
**Talitha Salsabila**  
NIM. 19320083



**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY HUMANITIES  
UNIVERSITAS ISLAM NEGERI MAULANA MALIK  
IBRAHIM MALANG  
2023**

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**THESIS**

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By:  
**Talitha Salsabila**  
NIM. 19320083

Advisor:  
**Zainur Rofiq, M.A.**  
NIP.19861018201802011180



**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY HUMANITIES  
UNIVERSITAS ISLAM NEGERI MAULANA MALIK  
IBRAHIM MALANG  
2023**

### STATEMENT OF AUTHORSHIP

I state that the thesis entitled "**An Analysis of the Non-Observance Politeness Maxim on the TV Show "Kids Say The Darndest Thing"**" is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 11 May 2023

The researcher



Talitha Salsabila

NIM. 19320083

### APPROVAL SHEET

This to certify that Talitha Salsabila's thesis entitled "**An Analysis of the Non-Observance Politeness Maxim on the TV Show "Kids Say The Darndest Things"**" has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S).

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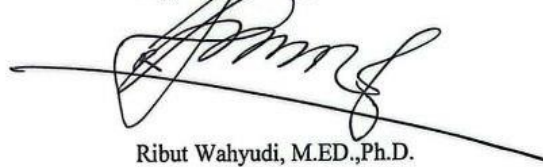
Approved by  
Advisor,



Zainur Rofiq, M.A.

NIP. 19861018201802011180

Head of Department  
English Literature,



Ribut Wahyudi, M.ED., Ph.D.

NIP. 198112052011011007

Approved by  
Dean of Faculty of Humanities



Dr. Faisol, M.Ag.

NIP. 197411012003121003

### LEGITIMATION SHEET

This to certify that Talitha Salsabila's thesis entitled "An Analysis of the Non-Observance Politeness Maxim on the TV Show "Kids Say The Darndest Things" has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S).

Malang, 12 April 2023

#### The Board of Examiners

#### Signatures

1. Dr. Rohmani Nur Indah, M.Pd.  
NIP. 197609102003122011

(Chair)



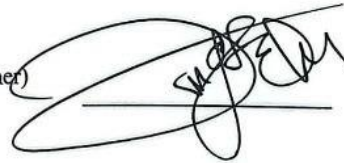
2. Zainur Rofiq, M.A.  
NIP. 19861018201802011180

(First Examiner)



3. Dr. Agus Eko Cahyono, M.Pd.  
NIP. 198208112011011008

(Second Examiner)



Approved by

Dean of Faculty of Humanities



M. Faisol, M.Ag.

NIP. 197411012003121003

## **MOTTO**

"So verily, with the hardship, there is relief."

(QS Al-Insyirah: 5-6)

"Whoever wants the world and the hereafter, let he seek knowledge."

(HR Ahmad)

"Whoever does good as heavy as a particle, surely he will see the reward."

(QS. az-Zalzalah: 7)

"Keep doing your best; the results leave it to Allah the Greatest. If you have maximised it, there is no need to worry and feel defeated."

(Me)

## **DEDICATION**

This thesis is proudly dedicated to:

Myself

who have been struggling and not giving up

My beloved parents,

My father Lutfi Arif Shahab and My Mother Nawirah

My beloved brothers,

Alvin Syarifudin Shahab and Muhammad Syaugi Shahab

and all my families

Also to,

All my friends and lecturers

Thank a lot for your endless loves, prays, and support

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First of all, I would like to say Alhamdulillahrabbi alamin, Praise be to Allah SWT for the sprinkling of His love and compassion for giving strength, equipping me with knowledge. For the grace and convenience by Lord of the universe and other creatures because of His grace and blessing the author can complete this thesis entitled **“AN ANALYSIS OF THE NON-OBSERVANCE POLITENESS MAXIM ON THE TV SHOW KIDS SAY THE DARNDDEST THINGS”** Sholawat and salam also given to our beloved prophet Muhammad SAW, hopefully we can get his syafaat on the last day. Aamiin

During the time of writing this thesis, the author realizes that this thesis can be completed because of the help, guidance, support, and all of the prayers that have been given from various parties, therefore with a great humility the author would like to thank: The rector of Islamic State University of Maulana Malik Ibrahim Malang, Prof. Dr. M. Zainuddin, M.A, The Dean of the Faculty of Humanities Islamic State University of Maulana Malik Ibrahim Malang, Dr. M. Faisol, M. Ag for his permission of this thesis, also Head of the English Literature Department, Mr. Ribut Wahyudi, M. Ed., Ph. D., and then My Academic Advisor, Dr. Istiadah, M.A., my respected thesis advisor, Mr. Zainur Rofiq, M.A. for his suggestion, guidance and direction during the completion of this thesis, All of the lectures in English Literature Department for the knowledge given during the college.

After that, I would like to express my gratitude to the people who helped and motivated me to complete this thesis.

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2. My beloved grandmothers, aunt, uncles and cousin who have supported me during my studies until the completion of this study.



3. My beloved best friends, Amira, Fifi, Sofi, Dina, who gave me support and assistance in completing this thesis.
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As the author of this thesis entitled **“AN ANALYSIS OF THE NON-OBSERVANCE POLITENESS MAXIM ON THE TV SHOW KIDS SAY THE DARNDDEST THINGS”** The researcher hopes that this thesis can be refined by future scholars interested in the same issue. Also the researcher hope this thesis will be useful for the readers especially the students in English Literature Department.

Malang, 11 Mei 2023

The researcher

Talitha Salsabila

NIM. 19320083

## ABSTRACT

**Salsabila, Talitha** (2023). *"An Analysis of the Non-observance Politeness Maxim on the TV Show Kids Say The Darndest Things"*. Undergraduate Thesis. Department of English literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Zainur Rofiq, M.A.

**Keywords:** *Politeness, Non-observance maxim analysis, Conversational implicature, TV Show, Kids Say The Darndest Things.*

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The phenomenon of language development in the modern era is increasingly rapid through mass media, one of which is television shows. Television is the most preferred mass media by the public. In addition to providing information, television also provides audiovisual entertainment to attract people to enjoy it. The TV show is relevant to the study of the non-observance politeness maxim because the host and guest stars must show courtesy in polite language when communicating. The non-observance maxim of politeness committed by public figures can be found. In this study, the author wants to examine how the non-observance politeness maxim and its implicature is in the video TV Show "Kids Say The Darndest Things" used by the host and children as the guest star. This study uses four videos from TV Show "Kids Say The Darndest Things" episodes. The method used by the author in this study is descriptive qualitative by combining two main theories. Firstly, to identify the type of politeness maxim most frequently unobserved by hosts and children, the author use Leech's theory (1983). Second, analyze the conversational implicature contained in utterances of hosts and children that unobserved maxim politeness with Grice's theory (1975). As a result, the writer found 37 non-observance of politeness maxims and conversational implicatures used by hosts and children as guest stars. The modesty maxim was the most common type used in this TV show, with 27%, followed by the approbation maxim, with 22%. Then, the same percentage of tact maxim and generosity maxim with 16%. Followed by a low rate of agreement maxim of 11% and a maxim of sympathy with 8%. The dominant conversation implicature on this TV Show is an implication that imply arrogance as a result of the non-observance of modesty maxim by the host and children on the TV Show. The author suggests for further research that wants to examine the same topic to conduct research with different objects to find more conversational data. Furthermore, future research can also examine the object's background against politeness maxims in indirect interaction.

## ستخلص البحث

سلسبيلة ، طليئة (2023). "تحليل لمبدأ التأذب في عدم الالتزام في البرنامج التلفزيوني للأطفال "Kids Say The Darndest Things". أطروحة جامعية. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة الإسلام نيجري مولانا مالك إبراهيم مالانج.

المستشار زينور رفيق M.A.

الكلمات المفتاحية: التأذب ، مبدأ عدم التقيد ، المعاني الضمنية للمحادثة ، البرنامج التلفزيوني ، الأطفال يقولون أغرب الأشياء

تزايد ظاهرة تطور اللغة في العصر الحديث بسرعة متزايدة من خلال وسائل الإعلام ، ومن بينها البرامج التلفزيونية. التلفزيون هو أكثر وسائل الإعلام تفضيلاً من قبل الجمهور. بالإضافة إلى توفير المعلومات ، يوفر التلفزيون أيضاً ترفيهًا سمعيًا بصريًا لجذب الناس للاستمتاع به. العرض التلفزيوني وثيق الصلة بدراسة مبدأ الأدب في عدم الالتزام لأن المضيف والنجوم الضيف يجب أن يظهرُوا اللباقة بلغة مهذبة عند التواصل. يمكن العثور على مبدأ عدم التقيد بأدب الشخصيات العامة. في هذه الدراسة ، يريد المؤلف فحص كيف أن مبدأ اللباقة وعدم التقيد ومضمون في الفيديو التلفزيوني "الأطفال يقولون الأشياء الأكثر Kids Say The Darndest Things" روعة" الذي استخدمه المضيف والأطفال كنجم ضيف. تستخدم هذه الدراسة أربعة مقاطع فيديو من حلقات البرنامج التلفزيوني الطريقة التي استخدمها المؤلفون في هذه الدراسة هي الطريقة الوصفية من خلال الجمع بين نظريتين رئيسيتين. أولاً ، لتحديد "Kids Say The Darndest Things" نوع مبدأ الأدب الذي لا يلاحظه في كثير من الأحيان من قبل المضيفين والأطفال ، استخدم الباحث نظرية ليتش (1983). ثانياً ، قم بتحليل المعاني الضمنية للمحادثة الواردة في أقوال المضيفين والأطفال التي لم تُلاحظ أقصى قدر من الأدب مع نظرية جريس (1975). نتيجة لذلك ، وجد الكاتب 37 عدم مراعاة قواعد الأدب والتضمينات في المحادثة التي يستخدمها المضيفون والأطفال كنجوم ضيوف. كان مبدأ التواضع هو النوع الأكثر شيوعاً في هذا البرنامج التلفزيوني ، بنسبة 27٪ ، يليه مبدأ الاستحسان بنسبة 22٪. ثم نفس النسبة المئوية لمبدأ اللباقة ومبدأ الكرم بنسبة 16٪. تليها نسبة توافق منخفضة تصل إلى 11٪ وعاطفة. إن المحادثة السائدة في هذا البرنامج التلفزيوني هي إشارة ضمنية إلى الغطرسة كنتيجة لعدم مراعاة مبدأ التواضع من قبل المضيف والأطفال في البرنامج التلفزيوني. يقترح الباحث على الباحثين المستقبليين الذين يرغبون في البحث في نفس الموضوع إجراء بحث باستخدام كائنات مختلفة للعثور على المزيد من بيانات المحادثة. علاوة على ذلك ، يمكن للبحث المستقبلي أيضاً فحص خلفية الكائن مقابل أقوال التأذب في التفاعل غير المباشر.

## ABSTRAK

**Salsabila, Talitha** (2023). *‘‘An Analysis of the Non-observance Politeness Maxim on the TV Show Kids Say The Darndest Things’’*. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Zainur Rofiq, M.A.

**Kata kunci:** *Kesopanan, Analisis Pelanggaran Maksim, Implikatur Percakapan, TV Show, Kids Say The Darndest Things.*

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Fenomena perkembangan bahasa di era modern semakin pesat melalui media massa salah satunya tayangan televisi. Televisi merupakan media massa yang paling disukai oleh masyarakat. Selain memberikan informasi, televisi juga menyediakan hiburan audiovisual untuk menarik minat masyarakat untuk menikmatinya. Acara televisi relevan dengan kajian pelanggaran maksim kesopanan karena pembawa acara dan bintang tamu harus menunjukkan kesopanan dalam bahasa yang sopan saat berkomunikasi. Pelanggaran maksim kesantunan yang dilakukan oleh tokoh masyarakat dapat ditemukan. Dalam penelitian ini, penulis mengkaji bagaimana ketidaktaatan maksim kesantunan dan implikaturinya dalam video TV Show “Kids Say The Darndest Things” yang digunakan oleh pembawa acara dan anak-anak sebagai bintang tamu. Penelitian ini menggunakan empat video dari episode TV Show "Kids Say The Darndest Things". Metode yang digunakan penulis dalam penelitian ini adalah deskriptif kualitatif dengan menggabungkan dua teori utama. Pertama, untuk mengidentifikasi jenis maksim kesantunan yang paling sering dilanggar oleh pembawa acara dan anak-anak, peneliti menggunakan teori Leech (1983). Kedua, menganalisis implikatur percakapan yang terkandung dalam tuturan pembawa acara dan anak-anak yang tidak mematuhi maksim kesantunan dengan teori Grice (1975). Hasilnya, penulis menemukan 37 pelanggaran maksim kesantunan dan implikatur percakapan yang digunakan oleh pembawa acara dan anak-anak sebagai bintang tamu. Pelanggaran maksim kesederhanaan adalah jenis yang paling umum digunakan dalam acara TV ini, dengan 27%, diikuti oleh maksim persetujuan, dengan 22%. Kemudian, persentase maksim kebijaksanaan dan maksim kederawanan yang sama dengan 16%. Diikuti dengan maksim kesetujuan yang rendah yaitu 11% dan maksim simpati dengan 8%. Implikatur percakapan yang dominan pada acara TV ini merupakan implikasi yang menyatakan kesombongan akibat tidak dipatuhinya maksim kesederhanaan oleh pembawa acara dan anak-anak dalam tayangan TV tersebut. Peneliti menyarankan bagi peneliti selanjutnya yang ingin meneliti topik yang sama untuk melakukan penelitian dengan objek yang berbeda untuk menemukan lebih banyak data percakapan. Selanjutnya, penelitian selanjutnya juga dapat mengkaji latar belakang objek terhadap maksim kesantunan dalam interaksi tidak langsung.

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# **CHAPTER I**

## **INTRODUCTION**

This chapter discusses the background of the study, problems, objectives, scope and limitations, the significance of the study, and the definition of key terms.

### **A. Background of the Study**

The politeness maxim and its implicature in language use have become an interesting topic of linguistics. According to Daulay et al. (2022), languages are tools that cannot be separated from human life. In social interactions, language is utilized to facilitate interaction between people. Sometimes in language interaction someone does not express it directly, but through the intention hidden behind their utterances. In the interaction process, speakers and opponent must keep the communication going well. If the opponent can accept and understand the speaker's use of language, communication will run smoothly. It can be done by using the right diction and paying attention to politeness in language. Lakoff (1990) asserts that the goal of politeness is to encourage interaction by lowering the risk of conflict and disagreement in social interactions, which naturally arise. Therefore, pay attention to politeness maxim and its implicature which exist outside of language is crucial.

Politeness maxims are unwritten rules that govern how people interact with one another in social situations. These maxims help to maintain social harmony and avoid offending others. However, there are instances where people may not observe these maxims, leading to miscommunication and conflicts. When the speaker

intentionally fails to observe a maxim the purpose may be to effectively communicate a message (Thomas, 1995). The observance of politeness maxims is crucial in maintaining social harmony and avoiding conflict. When these maxims are not observed, it can result in miscommunication and negative consequences. Therefore, it is important for individuals to be mindful of these maxims and make an effort to observe them in their interactions with others.

The non-observance maxim of politeness has a certain implicit purpose. The speech partners and speakers often have hidden intentions behind the use of language because unobserved the politeness maxim. Grice (1991) stated the additional conveyed meaning belongs to conversational implicature. To find out the implicature, it is necessary to have an understanding of the context of the speech, namely the things that become the background of the utterances. The context has an important role related to the acquisition of implicature. Thus, If the context is well understood, then the hidden meaning can be obtained correctly or precisely.

The phenomenon of language development in the modern era is increasingly rapid through mass media, one of which is television shows. Television is the most preferred mass media by the public. In addition to providing information, television also provides audiovisual entertainment to attract people to enjoy it. The TV show is relevant to study of non-observance politeness maxim because the host and guest stars must show courtesy in polite language when communicating. The non-observance maxim of politeness committed by public figures can be found on talk shows. It is related to Pramujiono et.al (2020) that stated currently, the use of polite language is increasingly rarely applied, especially someone who is influential, such



as a public figure. They fail to set an example in using polite language when speaking. It can lead to implicature as a result of the conversation from violating the principles of conversation (Rustono, 1998). Therefore, this research examined the non-observance politeness maxim and its implicature used by the hosts and children on the TV show "Kids Say the Darndest Things".

Similar research on the non-observance maxim of politeness still garners attention among academics, particularly on the television show. First, Avianty et al (2018) found that the maxim of generosity was the most unobserved, while the least was the maxim of tact on tv show. Then, the studies conducted by Lubis et.al (2019) show that the event unobserved four maxims by Leech, namely the maxim of wisdom, the maxim of praise, the maxim of generosity, and the maxim of humility. While the research by Agustina et.al. al (2019) did not find the unobserved in the presenter's utterances on the non-observance of the generosity maxim. In this study, the dominant non-observance of the politeness principle in this study occurred in the maxim of praise to create a humorous effect in speech and reduce stiffness. The results of these studies prove that tv shows are very attractive to the audience. However, the use of language in such events is still found to unobserved the principle of politeness. Thus, the similarities between some previous study and this study discuss the politeness maxim in the context of the TV show.

Several studies have differences focus in the non-observance of politeness maxim by Leech (1983) theory on various subjects. The research with natural data on the interaction between teachers and students was conducted by (Febriadina et al., (2018); Kusworo & Rokhman, (2019); Nurdiyani & Sasongko, (2022); Santoso

et al., (2020). These four studies found that the interaction did not follow all of the politeness maxims. The research on the subject of films was carried out by Indrajaya & Mulatsih, (2021); Rosyidha, (2019) in identifying the types of non-observance politeness maxims. What makes them different is that Rosyidha (2019) found six maxims that indicate humor situations to create inappropriate meaning in conversations. Meanwhile, Indrajaya & Mulatsih (2021) found that the characters unobserve the wisdom maxim. Therefore, the research still needs exploration from the differences in examining non-observance maxim used by the hosts and children, especially on the TV show.

There are several studies have also focused on politeness maxims that occur in elderly and children, such as the research conducted by Umaroh, et al. (2017) who investigated young children on the principle of politeness. The results of this study showed that children used a lot of maxims of sympathy. The research conducted by Arisanti, et al. (2017) in the film objects on the characters are mothers and daughters. The results of this study show that the maxims most used in this film are the maxims of praise to avoid conflict and give credit to others. The politeness maxim in films are also found in conversations between parents and their children as research conducted on Utami, et al. (2021). The results of this study show the usage of curse words, intimidating, mad, and deprecating the other are causing the unobserved of politeness maxim. Therefore, this study examines the non-observance politeness maxim that occurs in the age difference between the host and the children on the TV show.

This research was carried out based on the gap found in the previous studies. Several previous studies only examined by politeness maxim theory in formal situation. For example, the research on the formal TV show that interviewed influential people and celebrities were conducted by (Putri et al., 2019; Ahsanurrijal & Setiaji, 2019); Sintyani et al., 2019; Tampubolon et al., 2021; Satwika et al., 2022). Meanwhile, this research further investigates by combining two theory of Leech maxim (1983) and Grice conversational implicature (1975) on TV show that are informal and comedic. Therefore, the research gap needs to be studied further focuses on the non-observance politeness maxim and its implicature in the utterance used by the host and children, especially on TV shows.

TV show is increasingly popular, especially talk shows that invite children as guest stars with linguistic uniqueness to be studied. The author was interested in exploring the non-observance politeness maxim in the utterances on the TV show "Kids Say the Darndest Things". This TV show has a significant audience, as proven by the 5,5 million viewers on the official ABC YouTube page. In addition, this TV show's topics are enjoyable and entertaining, creating an atmosphere to provoke laughter and entertain the viewers. This subject has linguistic uniqueness that needs to be explored on non-observance politeness maxim in the utterances used by the host and children. Tiffany Haddish hosts the American comedy TV program "Kids Say The Darndest Things", which airs on ABC. Tiffany as a host brings a TV show update on this talk show that highlights kids talking about their perspectives on things. Timberg & Erler (2002) states that the host is a crucial talk show element. At the beginning of the interview, the host will ask children about

everyday life. They will respond by providing insight that makes linguistic uniqueness exist with natural, honesty, and cuteness in children's language. In addition, this TV show is presented interestingly, runs exciting and is not boring. Therefore, this makes the author interested in examining the non-observance maxims in this TV show.

In a TV show, the non-observance maxims of politeness can occur when the participants do not follow the principles in their speech. The non-observance of maxims of politeness in a TV show can refer to a lack of politeness in the characters' speech or behavior. An example of non-observance of maxims of politeness in a TV show could be a character unobserved the politeness maxim using abusive words or sentences when talking, degrading speech partners, bragging about themselves, making insulting or rude comments. This can create conflict and tension in the show and make it more interesting for viewers, but it can also have negative effects on the perception of the characters and the overall tone of the show. The aspect of language use and communication is a fundamental rule in politeness (Yule, 1996). Thus, the non-observance of these maxims can lead to misunderstandings and disrupt the flow of conversation.

Based on the linguistic uniqueness that exists, the author focus on the non-observance maxim and its implicature used by the host and children on the TV show. This study departs from the assumption that the ease of mass media access on the TV show "Kids Say The Darndest Things" provides language flexibility by unobserved the politeness maxims used by the host and children as guest stars. Additionally, this research assumes this TV program unobserved the politeness

maxim that raise implicit meaning or implicatures that can be used as data. Then, the analysis of this study is assumed to generate different findings from previous studies. Therefore, the aim of this research are to investigate in describing the non-observance politeness maxim and its implicature that occur in the utterances by the host and children as guest stars on the TV show.

### **B. Research Questions**

According to the research of background, the following two problems have been identified in this research:

1. How are the non-observance politeness maxims used by the host and children on the TV show “Kids Say The Darndest Things”?
2. What implication of the non-observance politeness maxims is used by the host and children on the TV show “Kids Say The Darndest Things”?

### **C. Significance of the Study**

This study is to develop practical contributions to linguistics. Practically, this study can provide knowledge about the non-observance of politeness maxim and implicature that arise in particular conversations with host and children in the form of the television show. In addition, this study can improve the understanding of politeness maxim in utterances when interacting or meeting with other speakers. The non-observance of politeness maxim on the TV show can be minimized with public understanding to apply the principle of politeness in the language. Therefore, this research becomes a useful resource for other academics, including lecturers, teachers, linguists, and other researchers, to develop knowledge on the non-

observance maxim of politeness and its implication in this research. Thus, this research is helpful for the field of pragmatics and those who need references to carry out similar research.

#### **D. Scope and Limitation**

This study related to pragmatic studies that analyzed the non-observance of six maxims politeness and its implicature used on the TV show "Kids Say the Darndest Things." The study limitation of is that it examines the hosts and children utterances on TV shows that fail to observe by Leech's maxims (1983) theory and implicature that arise as the result of non-observance maxim by Grice (1975) theory. Thus, this study focus on comparing the non-observance by hosts and children on television show. Moreover, the use of non-observance politeness maxim TV show data taken from season 1 in four selected videos. Furthermore, this study only analyzes verbal utterances in words, phrases, and sentences. Therefore, describing the types and its implicature of non-observance politeness maxims can be disclosed by analyzing the utterance used by the host and children on the TV show.

## **E. Definition of Key Terms**

The author defined the following keywords that are used in this study:

### 1) Politeness Principles

The principle of politeness is a theory that contains six politeness maxims that can be obeyed in communicating to be polite through TV show.

### 2) Non-Observance Maxim

The non-observance maxim is the rules that doesn't follow and fails to be observe politeness maxim in the form of utterances through TV show.

### 3) Conversational Implicature

Conversational implicature is an indirect meaning arising from the non-observance maxim of politeness in the utterances used on TV show.

### 4) TV Show

In this study, "Kids Say The Darndest Things" TV show is the form in audiovisual mass media to discuss a particular issue presented by the host that features children as the guest star.

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter discussed the approach and theories employed by various academics that used in the research analysis to give a depth understanding for the readers. In this chapter, the author describes the ideas used as the basis for this research. The main theory in this study is pragmatics, which contains pragmatics, conversational implicature, politeness principles, politeness maxims, and non-observance politeness maxims.

#### **A. Pragmatics**

Pragmatics is one of the branches in linguistics that is crucial to the study of languages. The study of pragmatics closely resembles how language is used in communication or conversation. The linguistic study of ability in language users to associate sentences with appropriate contexts refers to pragmatics. Leech (2014) stated the pragmatics refers to how language is understood in regards to the speaker's and interlocutor's context. It is including who the speaker and interlocutor are, under what circumstances, and when, including where the speech is given.

The context in language plays a significant role. Different contexts affect the meaning of the same utterances. Apart from that, Yule in Cutting (2002) stated is the interpretation and utterance of a context to examines a meaning could be explained both socially and physically. In 1983, pragmatics continued to be developed by philosophers such as Austin, Searle, and Grice. According to Mey (2001), pragmatics is the study of the condition of the use of human language as



determined by the context of society. Thus, the use of language can affect the intent and purpose of utterances mediated by the speech actor. Tarigan (2009) reveals that pragmatics studies the relationship between language and context, which is the basis for a note or report on understanding language. In other words, the study of the ability of language users to connect and harmonize sentences and contexts appropriately.

The use of language is associated with pragmatic principles so that conversations can take place cooperatively and politely. In a pragmatic study, Leech will favor the study employing conversational principles illustrated by Grice's (1975) of the cooperative principle. Leech (1983) asserts that there is a principle of politeness that includes speech rules as proposed by Paul Grice's. Thus, the cooperative principle and the politeness principle are closely related because they focus on language use in communication of rules or maxims that regulate it.

From the several definitions explained by the experts above, pragmatics in linguistics examines the ability of language speakers to correlate statements to relevant contexts. Pragmatics examines language speech in terms of the meaning of utterances in specific situations and emphasizes the varied ways that serve as the containers of different social contexts. The utterances have a meaning and purpose that needs to be studied in the pragmatic field. Thus, understanding pragmatics can provide an overview of the use of language in non-observance of politeness principles.

## **B. Conversational Implicature**

Implicature can occur in all situations of social interaction. Implicature means something that is implied in conversation. Leech (1983) states that interpreting a speech is actually an attempt to conjecture, which in another, more respectful language is known as a hypothesis. Grice (1957) explains that there is a set of assumptions that surround and regulate conversational activities as an act of language. The purpose of this set of assumptions is to guide the conversation participants run smoothly and each conversation participant understands the meaning of each utterance (Grice, 1975). This set of assumptions is called the cooperative principle. In addition, there are other rules that are social in nature, namely that each speech participant must be polite in uttering his speech. This rule is called the principle of politeness. Implicature is always conveyed implicitly so that in order to understand an utterance that contains implicatures, a speech participant must understand the context of the utterance contained in the previous utterance (Levinson,1987). In understanding an utterance that contains implicatures, one must interpret those utterances.

The term implicature was introduced by Grice (1975) as a study that is closely related to conversational principles. Grice divides implicature into several types, one of which includes conversational implicature. It includes context in understanding the additional conveyed meaning of an utterance. The meaning of an utterance in conversational implicature is indirectly stated in the utterance.

Implicature is the implied meaning conveyed by speakers to their speech partners (Brown & Yule, 1983). Grice (1975) defines implicature as the implication of meaning that is implied in a speech accompanied by context, even though that meaning is not part or fulfillment of what is said. Conversational implicature is a pragmatic implication contained in a conversation that arises as a result of a non-observance conversational principles (Leech, 1983). Therefore, implicature can be understood through its context.

Example:

*A: I feel stupid getting a bad grade on this exam, while you are smart to get an A*

*B: You know that I am good at math, right?*

In the conversation, B utterances contains implicatures that imply boasting. It is shown when someone experiences a disaster, it can be seen that B responds to praise by unobserved the maxim of sympathy, he is minimizing sympathy and increasing antipathy towards oneself and others. Here B has violated the sympathy maxim because he did not give his sympathy to A, who is experiencing a disaster that got a bad grade. The utterance "*You know that I am good at math*" contains implicatures of boasting because he considers himself to be an expert in mathematics than he is but he unobserved the maxim of sympathy because he does not sympathize with his friend's misfortune, instead of giving encouragement B instead bragging about the existence of the conversational implicature that arise.

### **C. Politeness Principles**

The politeness principle proposes establishing a feeling of community and social relationships. Levinson (1987) asserts that the most prevalent aspect of language use in social contexts is politeness. It's crucial to be polite when communicating that cannot be disregarded as trivial (Leech, 1983). Therefore, politeness in conversation as a tool to measure and mechanism by which people can interact with one another respectfully

The politeness principle's function is to urge the speaker to speak honestly and politely so that both parties feel respected and leave a positive impression on others. The principle of politeness is formulated in a general way through two aspects. It is to reduce expressions of impoliteness in a belief and increase expressions of politeness in a belief. Leech (1983) says that politeness is asymmetrical because the form of politeness is from the speaker to the listener.

Leech's principle of unity exists so that humans use polite language and do not make mistakes in language when communicating with other humans. One of the highlights of the use of language can be seen from the principle aspects of language politeness through utterances in discussion programs on television stations. We can only sometimes find the function of this communication if we apply the principle of cooperation. Leech (1983) explains that in communicating, a person wants to convey information and functions. Therefore, to overcome these difficulties, it is necessary to apply new principles, namely the principle of politeness.

The politeness principle was introduced by Geoffrey Leech. However, long before Leech introduced this theory, several pragmatic figures had previously started research on this principle (Deng & Zhou, 2013). Grice (1975) explains that the politeness principles concerns rules regarding social, moral, and aesthetic, matters in utterances. This opinion is also supported by Leech (1983) states that the politeness principles is social and psychological.

Grice's Cooperative Principles exerts great influence on pragmatic studies. Leech will favor the study employing conversational principles illustrated by Grice's (1975) of the cooperative principle. According to Grice (1975), the principle of cooperation regulates what the participants must do so that the conversation sounds coherent. Speakers who contribute to conversational coherence are different from those who do not follow the principle of cooperative. However, Leech (1983) revealed that the cooperative principle presented by Grice cannot always be applied in real life. Another principle is needed to explain this function, namely the politeness principle which is based on how to understand ambiguous and indirect ways of expressing ideas. The principle of politeness relates to the choice of language made by speakers in a conversation, namely language expression by giving space to other people and showing a friendly attitude towards them (Cutting, 2008:). The various politeness techniques are used to effectively reduce the face-threatening behaviors (Leech, 1983).

Polite language is a crucial component of communication. It is influenced by a variety of aspects, including the speaker's age and the listener's social distance. Politeness is one factor that affects how effective a conversation is. Even though

the speaker has adhered to the principle of cooperation, the listener may need to give a better answer. Leech (1983) stated politeness is a form of behavior that develops and maintains respect. Namely, the capability of social interaction participants to engage interactions in relatively harmonious atmosphere (Moore, 2001).

#### **D. Politeness Maxims**

Similar to the cooperative principle, politeness maxims are a set of rules that people expect other people would adhere while speaking to others. Leech (1983) states that politeness minimizes the impact of being impolite in social interactions. People exaggerate the impact of being polite when the impact of being impolite can be reduced.

Speaking politely can show respect for the interlocutor. Each speaker should be mindful of the principles of polite language. Speaking is related to textual problems but often related to interpersonal issues. Therefore, speaking requires the principle of politeness. As a result, Leech (1983) formulates the politeness principle the politeness principle in several maxims, such as:

##### **1. Tact Maxim**

Different situations that speak require different types and levels of politeness. The tact maxim outlines that each participant in the speech must minimize cost and maximize the benefits of others (Leech, 1983). In this maxim is expressed by impositive and commissive speech. Thus, this maxim contains the following

principles: (a) Make the cost of others as small as possible; (b) make the benefit of others as large as possible.

Example:

*A: Is there anything I can do?*

*B: Can you help me wash the dishes?*

The conversation here shows the maxim of politeness because the utterance "*Could you help me with the dishes please?*" indicates minimizing costs to others and maximizing benefits to listeners. Here B performs commissive utterances by using the word "*Could you help me*" when asking for help with the intention that B keeps thinking about A feelings that can help B with an alternative answer of no or yes. Instead of saying directly to tell him to do the dishes.

## **2. Generosity Maxim**

In principle maxim of generosity is (a) to make your own benefits as small as possible, (b) to make your own cost as much as possible. According to Leech (1983) the maxim of generosity is centered on the self. This maxim can be found in impositive like order, request, command, advise, recommend, and commission verbs like promise, commit, and offer.

Example:

*A: Can you help me with the dishes that are piled up in the kitchen?*

*B: You relax and let me do the dishes*

The utterances above show the generosity of maxim politeness. The utterance "*You relax and let me do the dishes*" is categorized as the generosity maxim. Here B

minimizes the expression of benefit to self by telling him to relax and maximize the expression of cost to self on the utterance" *Let me do the dishes.*". Leech (1983) said that the approbation maxim requires every speaker to maximize respect for others and minimize disrespect to others.

Example:

*A: I am not sure about my new hair*

*B: It's stunning; I like this because different from your style*

The conversation between A and B shows the approbation maxim of politeness. The utterance said by B, " *it's very beautiful, I like this because different from your style,*" refers to how B minimizes dispraise A. In this utterance, B tries to avoid saying unpleasant things about his hairstyle. Instead of saying, " *your hair looks terrible*" Thus, this maxim is categorized as an approbation maxim employed to avoid speaking unpleasant about others, especially to the hearer.

### **3. Modesty Maxim**

Leech (1983) states that the maxim of modesty with praise yourself as little as possible and dispraise yourself as much as possible. Rahardi (2005) states that the modesty maxim requires the speech participant to be humble by reducing self-praise. When speaking, the person said to be arrogant when continually praise and excel themselves. Thus, simplicity and humility as criteria for judging someone's politeness.

Example:

*A: I really liked your article*

*B: In fact, I have been working on it for a long time*



The utterances above show the modesty maxim. The utterance that said by B, *"In fact, I have been working on it for a long time,"* can be categorized as the use of the modesty maxim because B minimizes praise of herself and maximizes dispraise of herself. Instead of excelling herself by saying that everyone liked her article.

#### **4. Agreement Maxim**

The maxim agreement emphasizes that the speech participants can foster each other's compatibility or admiration in speaking activities. According Leech (1989) the maxim of the agreement requires that each speaker and speech interlocutors maximize the agreement between them and minimize the disagreement between them. They are said to be polite if there is a compatibility between the speaker and the interlocutor in the speaking activity. In speaking activities, there is a tendency to exaggerate the procurement with others, minimize the discrepancy by expressing regrets, and side with the agreed.

Example:

*A: The French language is complicated*

*B: Well, but the vocabulary is relatively easy*

The conversation above is included the agreement maxim of politeness. It begins when A feels the French language is complicated. Then, B minimizes the expression of disagreement and maximizes the agreement with what A says by saying ‘*well*’ In the following utterance, B expresses the other reason by saying the advantage, *"but the vocabulary is quite easy."* According to this statement, can be seen performing the use of the agreement maxim because B minimizes the

expression of disagreement and maximizes the expression of the agreement between A.

### **5. Sympathy Maxim**

The sympathy maxim requires participants to maximize sympathy and minimize antipathy between self and others. People who have antipathy towards others, especially cynical ones, are considered rude. Leech (1983) states that the sympathy maxim requires all speakers to maximize sympathy and minimize antipathy towards the interlocutor. The speaker must congratulate the listener when he expresses happiness. Meanwhile, the speaker should show sympathy by expressing his sorrow or condolences if the interlocutor has hardship or disaster.

Example:

*A: My father has died*

*B: Sorry to hear about your father. May heaven be the place.*

The other conversation between A and B is included in the sympathy maxim of politeness. There A said, "*My father has died.*" Here B answers with maximized sympathy and minimized antipathy between self and others by the utterances, "*Sorry to hear about your father, may heaven be the place.*" Therefore, this is categorized as a sympathy maxim for the calamity that was experienced by A.

### **E. Non-Observance Maxim of Politeness**

Non-observance maxim of politeness is the utterances or conversation in a language that unobserved the politeness principle. In speaking, people must also pay attention to polite language rules so that they can communicate well. The non-observance occurs between the speaker and the interlocutor.

The politeness principles have several maxims, namely the maxims of tact, generosity, agreement, modesty, approbation, and sympathy. According to Leech (2014) impoliteness can occur when the principle of impoliteness is twisted. This means that it is considered impolite to be caught from inappropriate speech or violating the principle of politeness.

Non-observance maxim of politeness happened in a spoken or verbal situation. It occurs when the speaker broke a conversational rule. Therefore, there are six non-observance politeness maxim by the Leech (1983) theory, which are:

### **1. Non- Observance of Tact Maxim**

Non- observance of tact maxim occurs when the speaker maximizes the cost of others and minimizes the benefits of others. The speaker wants to get what he wants by increasing the loss of others. Therefore, the interlocutor will be disadvantaged by the speaker's utterances.

Example:

*A: Your suitcase is heavy*

*B: Carry it to the elevator*

In the conversation above, there is a non-observance of the tact maxim. It started when A said, " *Your suitcase is heavy*" B maximized the cost of others and minimized the benefits of others, as evidenced by the utterance, "*Carry it to the elevator*" In this utterance, B unobserved the tact maxim by telling him directly with disrespect language instead saying the question " *could I possibly ask you to the elevator?*" when asking for help that has an alternative answer of no or yes.

## 2. Non-Observance of Generosity Maxim

Non-observance of generosity maxim because it has maximized one's benefits and reduces self-sacrifice. The speaker does not want to sacrifice by minimizing benefits to self and maximizing cost to self.

Example:

*A: My car was broken*

*B: I can't lend you my car*

The conversation above shows non-observance of maxim's generosity. Here A said that "*My car was broken*" and that he needed help because his car was damaged. Here B unobserved maxim generosity because it minimizes benefits to self and maximizes cost to self by the *utterance "I can't lend you my car"* It is shown that B stated directly that he could not lend his car. Instead, he offered help to lend his car to A

## 3. Non-observance of Approbation Maxim

Non-observance of approbation maxim occurs when maximizing dispraise to others and minimizing praise to others.

Example:

*A: Do you want to borrow my book for the presentation?*

*B: No, your writing is ugly and hard to read*

In conversations A and B, there is a non-observance of the maxim approbation. Starting when A offers his help with utterances, "*Do you want to borrow my book for the presentation?*". Here B unobserved the maxim approbation. Namely, B maximizes dispraise and minimizes praise to A. It can be seen that B insulted A's

writing, "*No, your writing is ugly and hard to read* " even though A had already offered his help.

#### **4. Non-observance of Modesty Maxim**

Non-observance of modesty maxim occur when the speaker maximizes self-praise and minimizes self-deprecation.

Example:

*A: Your performance on stage was outstanding*

*B: Obviously, because that's my strength, and it's very easy for me*

In conversations A and B, the modesty maxim is unobserved. The speaker maximizes praise to himself and minimizes self-reproach. This is evidenced in the utterances' *'Obviously because that's my strength and it's very easy for me"*. These utterances can be seen that B is arrogant by boasting to A. Therefore, this utterance is categorized as a non-observance of the modesty maxim.

#### **5. Non-observance of Agreement Maxim**

The non-observance of agreement maxim occurs when the speaker maximizes the disagreement between oneself and others and minimizes the agreement between oneself and others.

Example:

*A: This novel is very hard to understand*

*B: I don't think so*

In the conversation between A and b, there is a non-observance of politeness in the maxim of agreement. B increases the discrepancy between oneself and others and reduces the agreement between oneself and others, as evidenced by the

utterance "*I don't think so,*" even though B gives his statement that the novel is very hard to understand. It violates the principle of agreement because B adds to the discrepancy between self and others. Therefore, A thinks his statement is not respected.

### **6. Non-observance of Sympathy Maxim**

Non-observance of sympathy maxim occur when the speaker maximizes antipathy between oneself and others and minimizes sympathy between oneself and others.

Example:

*A: My cat is very ill*

*B: Don't look so sad. This is just a stupid animal, not a human being*

In the conversation above, the maxim of sympathy is violated by minimizing sympathy and increasing antipathy towards oneself and others. It is seen that A has had an accident with his sick cat. Here B has unobserved the sympathy maxim because he does not give his sympathy to A, who is experiencing a disaster, as evidenced by the utterances "*Don't look so sad. This is just a stupid animal, not a human being*" instead of saying sorry to hear about his cat to maximize the sympathy between self and other.

## **CHAPTER III**

### **RESEARCH METHOD**

The methods and procedures used by the author to identify and analyze the data are discussed in this chapter. This chapter explains how the author conducted the research to analyze the types to describe the non-observance of politeness maxim that occur in the utterances by the theory of Leech (1983) and its implicature.

#### **A. Research Design**

The descriptive qualitative method is used in this research to get a better understanding of the non-observance politeness maxim. This study analyzes the politeness maxims that unobserved used by the host and children on the TV show. According to Creswell (2014), qualitative is a method for deciphering meaning. The author used qualitative to explain the data systematically so that the research results were accurate and factual. According to Moloeng (2007), qualitative has aims to understand the phenomenon about the subject thoroughly by describing words from in the particular context that happened.

#### **B. Research Instrument**

The principal instrument in this study is the author as the human instrument and the data collected. In order to answer the research question, the author looked up, downloaded, watched, and analyzed the conversation used by host and children on the TV show "Kids Say The Darndest Things" season 1 in the full version via the Bflix streaming website. Moreover, the author collected, analyzed and described the data to give an explanation and interpretation to the reader. The author cannot

observe or do direct interviews with the object of this study. In addition, the data collected for the analysis is the research instrument in this study. The author also independently presents the data findings. Therefore, the author and the data collected are the main instrument in this research.

### **C. Data and Data Source**

The data are the utterances spoken by the host and children in the form of word, phrases and sentences. The data source for this study is derived from the conversation in the original TV Show "Kids Say the Darndest Things" season 1 in 2019-2020, which was obtained from ABC TV show from Bflix streaming website. From the video, the author transcribes the conversation of the speeches into text. The data downloaded in full version from Bflix, an alternative TV show movie streaming website taken from the link <https://www.bflix.biz/tv-shows/kids-say-the-darndest-things-season-1-14658>. The author uses this TV show as the data because it has a rich data source on the non-observance maxim of politeness in the field of pragmatics. Moreover, the selected videos are written using their episode and titles below:

1. Season 1 Episode 1 You're Famous, But You Ain't All That
2. Season 1 Episode 5 Marriage Seems Like a Huge Commitment
3. Season 1 Episode 6 You've Been Lying to Your Momma?
4. Season 1 Episode 11 A Thousand Thumbs Up

The reason the author chose four videos selected as the data because in this episode the hosts presented interesting topics that are rarely asked by children such



as love, future goals, idols, and their various perspectives on things. Thus, it makes the linguistic uniqueness exist in flexibility language of the host's and children's utterances with their innocence and honesty by not adhering the maxim of politeness and its implicature that arise. Therefore, this four video selected meets sufficient criteria to be used as data in non-observance of the politeness maxim used by the host and children.

#### **D. Data Collection**

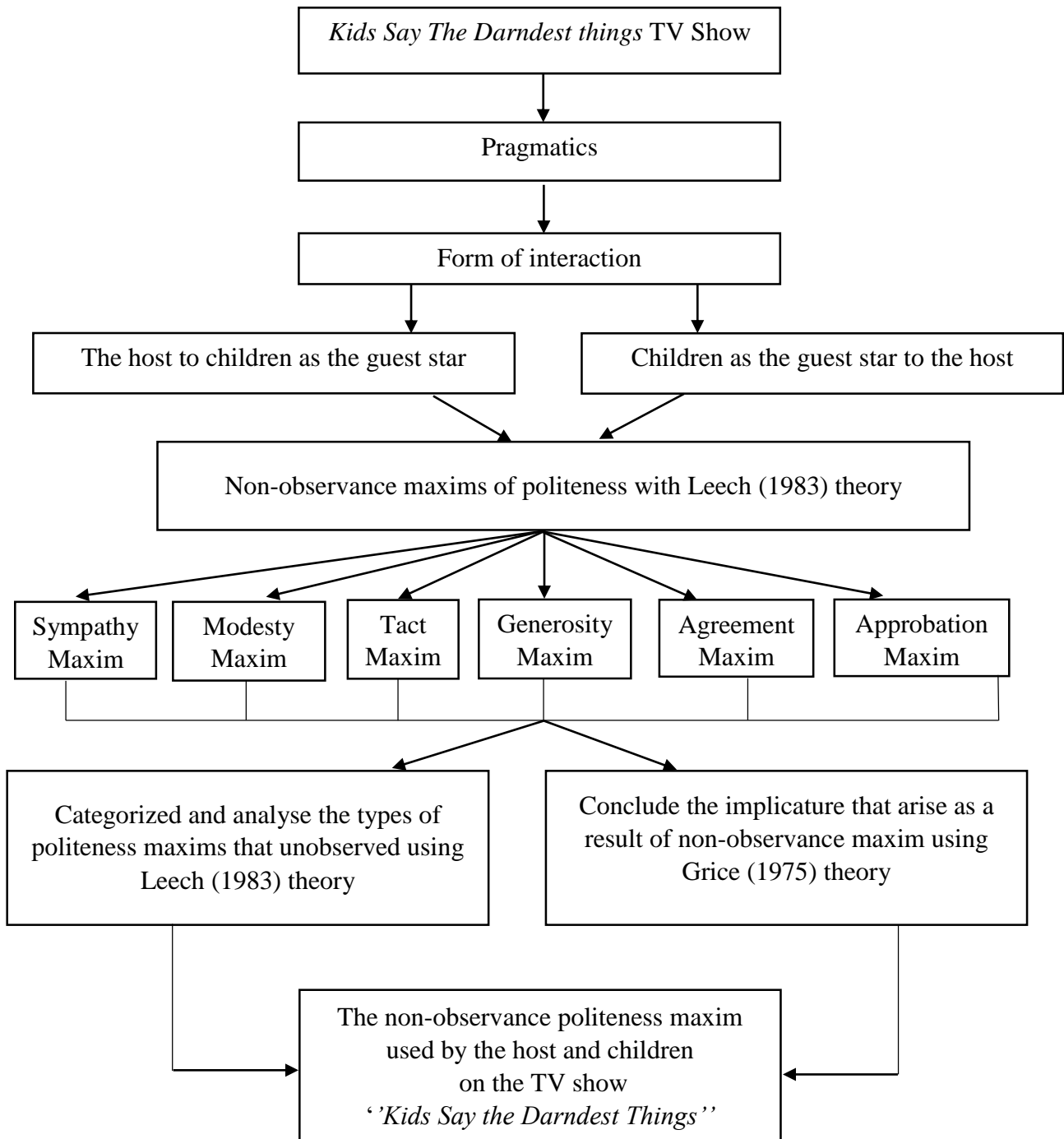
The data were collected using several steps: the first step was downloaded and watched the selected video of the TV show "Kids Say The Darndest Things" season 1 of 2019, in full version from Bflix streaming websites. Second, the author was transcribed and listed the transcription to specify the host's utterances and children's utterances as the guest stars. Third, the author did note-taking techniques to collect the data. Fourth, apply data reduction or selection by marking the utterance that contains the non-observance maxim of politeness from the existing data. The last was data display based on the data collected of utterances used by the host and children in the form of a word, phrases, or sentences. The table below is the example for collecting the data.

<b>Datum</b>	<b>Utterances</b>

*Table 1. Speakers' utterances that contain non-observance of politeness maxim*

### **E. Data Analysis**

In this study, several stages are needed to analyze the process because the spoken words must be interpreted in qualitative data to produce implied meaning. The stages to answering the research questions; first, examining the data that unobserve the politeness maxim utilized by the host and children on TV shows. Second, categorizing utterances that contain non-observance in the six types of maxims proposed by Leech (1983) for data identification in words, phrases, and sentences. Then, specify the answer to the research questions analyzing how the host and children's utterances unobserved the politeness principles using Leech's (1983) theory. Next, describing the implicature that arise as a result of non-observance maxim using Grice (1975) theory. Last is concluding all the findings based on the discussion. Therefore, all the data is explained and grouped in utterances according to the theory of Leech (1983) and it's implicature that arise as a result of non-observance maxim using Grice (1975) theory. Moreover, the author provides a framework diagram to see how the data analysis work.



**Figure 1.** Data analysis framework diagram source from (Putra,2017)

## CHAPTER IV

### FINDINGS AND DISCUSSION

This chapter present the findings and discussion of the research. In this chapter, the author will present the results of the data and analysis of the problems mentioned above. The first sub-chapter contains findings that answer the first research question of the six types of politeness maxim that unobserved. Then, on the second research question, the author concluded the conversational implicatures that arise as the non-observance politeness maxims. The second sub-chapter contains a discussion of the findings that have been analyzed using the theory of Leech (1983) and Grice (1975). Thus, the non-observance politeness maxim and its conversational implicature are exposing the results of data and analysis.

#### A. Findings

##### 1. Types of Non-Observance Politeness Maxim

The author found the difference in the non-observance politeness maxim used by the hosts and children as the guest star. By knowing the different ages in non-observance politeness maxim there are limits to politeness in language so that appropriate communication can be maintained in interacting with others.

Subject	Tact Maxim	Approbation Maxim	Sympathy Maxim	Agreement Maxim	Generosity Maxim	Modesty Maxim
Host	3	2	3	0	1	3
Children	2	6	0	4	6	7

*Table 2 Data Display of Non-Observance Politeness Maxim*

The author found in the table 2 that the host unobserved the politeness maxim with a total of 12 non-observance politeness maxims in her utterances on four videos TV show Kids Say The Darndest Things. In detail, the host unobserved 3 tact maxims, 2 approbation maxims, 3 modesty maxims, 1 generosity maxim, and 3 sympathy maxims. Here, the author found that the host mostly unobserved the tact, modesty, and sympathy maxim rather than the approbation and generosity maxims.

On the other hand, the author found in the table 2 that children are more unobserved by the politeness maxim with a total of 25. In detail, the children unobserved 2 tact maxims, 6 approbation maxims, 4 agreement maxims, 7 modesty maxims, and 6 generosity maxims. The author also found that children are frequently unobserved with modesty, generosity, and approbation maxim rather than tact and agreement maxims.

There are 37 conversation implicatures from dialogue that unobserved the principle of politeness in each maxim is intended to state: 8 data arrogance, insulting as many as 7 data, disapproval of something as 4 data, refusal of a thing as 2 data, sarcasm 3 data, insinuating things 1 data, request something as many as 2 data, and condescending other as 5 data. The implicature of the conversation intended to state the command as many as 5 data. The dominant conversation implicature on this TV Show is an implication that imply arrogance as a result of the non-observance of modesty maxim by the host and children on the TV Show.

Leech (1983) formulates the politeness principle in several maxims. There are 6 types of politeness maxim, they are tact maxim, generosity maxim,

approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. The author found the non-observance of politeness maxim on its category that was used by host and children found in their utterances on TV show ‘ ‘Kids Say The Darndest Things.” Furthermore, after providing the whole of types of non-observance politeness maxim used by the host and children. The author provide more descriptive explanations of each data contained conversational implicatures that arise as the non-observance politeness maxims used by the host and children in their utterances of TV show.

### **1.1 Non-Observance of Tact Maxim**

The tact maxim implies minimizing utterances other people's losses or maximize other people's benefits (Cutting, 2008). The utterances that unobserved tact maxim are utterances that create the interlocutor is forced to do something according to the speaker's intention. Thus, the non-observance of tact maxim occurs when the speaker maximizes the cost of others and minimizes the benefits of others.

#### **Datum (1)**

(Minute 09.52-10.10)

*Host: Any other celebrities you admire?*

*Emily: Taylor Swift and Adele*

*Host: Taylor Swift is my friend.*

*Grace: Really?*

*Host: Yeah, she is, I could call her right now*

*Emily and Paige: Do it, do it.*

*Grace: I believe you when I see it*

The context of the above conversation occurred when the host asked the child as a guest star, namely Emily. She asked about the celebrity she admired. Emily replied that she admired Taylor Swift and she was a friend of the host. The children on the stage also couldn't believe that the host was a friend of Taylor Swift. And the host dared if he could call Taylor Swift right now.

The children's utterances above unobserved the tact maxim with the utterance *"Do it, do it"* and Grace's utterance *"I believe you when I see it."* The children intend to command the host to call Taylor Swift. It is not following what is required by the maxim of tact where the children do not minimize the loss of other people, especially the host. The children should be able to make more polite remarks to the host, for example, by saying "please" or asking the question, *"Would you call Taylor Swift?"* so that the host can have an alternative answer of no or yes.

The non-observance of the tact maxim above causes the emergence of conversational implicatures, namely, to imply a command. The child's utterances by Grace, *"I believe you when I see it,"* implicitly told the host to call Taylor Swift if she believed seeing it directly that the host called her to prove that the host was a friend of Taylor Swift. Thus, the implication that arises is an expression of the doubts of a child asking the host to prove whether it is true. She only believes by seeing it directly.

**Datum (2)**

*(Minute 24.13-24.38)*

*Michele: Give them a kiss*

*Host: Only if you give them a kiss*

*Michele: Okay*

The context of the above conversation occurred when the host invited the child as a guest star, namely Michele. She collects something unusual, namely cockroaches that are ridiculous animals to keep. Thus, Michele told the host to kiss her favorite animal, the cockroach she had brought.

The child's utterances above unobserved the tact maxim with the utterance *"Give them a kiss"* The child intend to command the host to kiss her cockroach. The children maximize the cost to other people and minimize the benefit, especially the

host. The unobserved tact maxim causes the host not to react like a child's request to kiss the cockroach. The host responds to the child's request to order the child to give a kiss first by utterance, *"Only if you give them a kiss."* Thus, the children should be able to make more polite remarks to the host, for example, by saying, *"Would you give them a kiss?"* so that the host can have an alternative answer of no or yes.

The non-observance of the tact maxim above causes the emergence of conversational implicatures, namely, to imply a request. The child's utterances by Michelle, *"Give them a kiss,"* implicitly tells of challenging the host to try and kiss the cockroach. Thus, there are implications for the child's utterances to request the host to kiss the cockroach in the form of a challenge because the host sees cockroaches as disgusting and strange animals to kiss.

**Datum (3)**

*Minute 29.28-29.40*

*Host: Do you see the licorice on the table over there?*

*Children: Where is it? I see it now.*

***Host: You're not supposed to touch it. But I really want to taste licorice.***

*Children: (They give the licorice to the Tiff machine)*

The context of the above conversation occurred when the host tested the new technology on children, namely the Tiff machine. This technology is in the form of spoken voice commands from the host on the machine. The host on the technology voice-over tells children whether they saw the licorice on the table because the host wants to taste it.

The host utterances are above unobserved the tact maxim with the utterance *"You're not supposed to touch it. But I really want to taste licorice"*. This utterance is unobserved by the maxim of tact by maximizing the cost and minimizing the



benefit to others. Here the host gives directions to command children to fetch the licorice on the table. The host should be able to make more polite remarks to the children, for example, by saying, "*Would you mind getting some licorice that is on the table?*" so that the children can have an alternative answer of no or yes to take the licorice for the host.

The non-observance of the tact maxim above causes the emergence of conversational implicatures, namely, to imply a command. The host utters to Michelle, "*You're not supposed to touch it. But I really want to taste licorice*". In these utterances, the host tells the child if she wants to taste licorice. With this, there is an implicit meaning to ordering the children to fetch the licorice on the table because the host wants to taste licorice. Thus, these utterances imply ordering because the host wants to taste licorice, and the children understand the host's request to get licorice.

## **1.2 Non-Observance of Generosity Maxim**

According Leech (1983) the generosity maxim requires the speaker to always minimize the advantage to himself if the speech partner wants to be considered as a polite person. The generosity maxim are expected the speech participants to respect other people. Thus, if the speaker maximizes the benefits for himself and minimizes the benefits of the speech partner, it can be said that the speaker has unobserved the maxim of generosity.

### **Datum (4)**

*(Minute 41.16-41.24)*

*Jules: Are you single?*

*Host: Yes I'm very single*

*Jules: Are you ready to mingle?*

*Host: I'am so ready for mingling, where is the good place to meet lot here in philadelphia?*

*Jules: Nowhere, get tinder!*

The context of the conversation above occurs when the child, namely Jule, switches roles with Tiffany Haddish as the host. Jule was the host asking the question with Tiffany, which she was single that ready to mingle. Thus, Tiffany asked Jules where the best place to meet many people in Philadelphia was.

The child's utterances above unobserved the generosity maxim with the utterance "*Nowhere, get tinder!*" These utterances minimize the cost to self and maximize the benefit to self. The child answered by insinuating she for making a benefit for herself. The child wanted to avoid cost to self by recommending a place where many people could meet when the host asked for a good place to mingle in Philadelphia. Instead, the child insinuated the host to get Tinder. It is a dating application for finding partners in a relationship. Thus, this utterance is considered to unobserved the maxim of generosity.

The non-observance of the generosity maxim above causes the emergence of conversational implicatures, namely to imply satire. The child's utterances by Jule, "*Nowhere, get tinder!*" implicitly mean getting a boyfriend on the Tinder application because she is single and ready to date someone into a relationship. Tinder itself is a dating application that is easily accessible; this dating application makes it easy to find a partner according to one's criteria..

**Datum (5)**

*(Minute 07.59-08.05)*

*Host: You got a girlfriend?*

*Andrew: I can't answer that.*

*Host: You can't answer that?*

***Andrew: I can. I choose not to.***

The context of the above conversation occurs when Tiffany Haddish, the host, asks the child named Andrew. The host asks whether he has a girlfriend or

not. As a guest star, Andrew could not answer that because he was embarrassed in public by not wanting to discuss it.

The child's utterances are above unobserved the generosity maxim with the utterance "*I can, I choose not to.*" These utterances minimize the cost to self and maximize the benefit to self. It can be seen that the child does not want to sacrifice to explain in more detail the statement that was made. He could answer the question, but he chose not to answer. He wants to avoid conveying that would take time and context. Thus, in the child utterances disadvantages the host because they have to ask again without getting an answer.

The non-observance of the generosity maxim above causes the emergence of conversational implicatures, namely to imply refusal. The child's utterances by Jule, "*I can, I choose not to,*" implicitly mean refusing to answer the question. The child did not want to explain in more detail about the question raised by the host. He could have responded to the question, but he chose not to. He tried to avoid conveying the answer that the host asked. Thus, here there is an implicature of refusal by a child as a guest star to the host.

**Datum (6)**

*(Minute 33.03-33.06)*

*Host: Well, how old are you again?*

***Matthew: I told you at the beginning of the thing!***

*Host: I forgot, you know, I'm old.*

The context of the above conversation occurs when Tiffany Haddish as the host, asks the child, Matthew. The host repeats the same question he asked at the beginning about his age. The child was annoyed with the host because he should repeatedly answer the same questions the host asked.

The child's utterances above unobserved the generosity maxim with the utterance, "*I told you at the beginning of the thing!*" These utterances minimize the cost to self and maximize the benefit to self. It happened because of the unobserved generosity maxim that the child showed by not wanting to sacrifice to explain in more detail the statement uttered by the host. Matthew, as a guest star, wants to avoid answering questions from the host. He can answer it, but he chooses not to answer those questions. Thus, the presenter is disadvantaged because she has to ask again without an answer.

The non-observance of the generosity maxim above causes the emergence of conversational implicatures, namely to imply refusal. The child's utterances by Matthew "*I told you at the beginning of the thing*" has an implicit meaning if he refuses to answer the host's questions. Here there is an implication of refusing a child's utterances to the host in answering the age that the host asked at the beginning. Therefore, the child felt annoyed by refusing to answer because he had already responded that he was seven years old when the host asked at the beginning.

**Datum (7)**

*(Minute 19.07-19.14)*

*Host: I love crab soup*

***Emery: Don't eat them***

*Host: Why?*

*Emery: Because it is special*

The context of the conversation above occurred when the host gave a statement to Emery as the guest star. The host likes crab soup, while Emery forbids the host to eat crabs. Here Emery answered the host's statement telling her not to eat crabs because she thinks the crabs are special and are not suitable for eating.

The child's utterances are above unobserved the generosity maxim with the utterance "*Don't eat them*" These utterances minimize the cost to self and maximize the benefit to self. This happens because the non-observance of the generosity maxim is shown by making advantage of herself by not allowing the host to eat crabs. Therefore, the children should be generous by allowing the host to eat crab soup instead of forbidding the host to eat the crab.

The non-observance of the generosity maxim above causes the emergence of conversational implicatures, namely, to imply prohibition. The child's utterance "Don't eat them" has an implicit meaning of prohibiting the host from eating crabs. The child told the host not to eat crab because, in her opinion, the crab was something special.

Thus, there was an implication of prohibiting the host because she likes crab soup. This utterance can be categorized into conversational implicature because the utterance reveals a warning with implied meaning beyond the literal context, and the utterance is unobserved by the generosity maxim.

### **1.3 Non- Observance of Modesty Maxim**

Leech (1983) states the maxim of modesty with praise yourself as little as possible, criticize yourself as much as possible. Thus, if someone utterances that shows pride in himself or arrogance, then his utterances is considered has unobserved the maxim of modesty. The maxim of modesty requires the speech participant to be humble by reducing self-praise. People will be said to be arrogant if in speaking activities they always praise and excel themselves.

**Datum (8)**

(Minute 23.27-23.41)

*Host: Hey Ashton what other special things can you do?*

*Ashton: Break dances*

*Host: You can break-dance?*

*Ashton: Yeah*

*Host: Will you show up?*

*Ashton: Yes*

***Host: I bet you I could break dance better than you***

*Ashton: Wow. We will see*

The context of the above conversation occurred when the host asked the child as a guest star, namely Ashton, to show his special things. Here, Ashton has the ability to do break-dancing, and the host tells him to show his break-dancing skills in front of the stage.

The host's utterances are above unobserved the modesty maxim with the utterances *"I bet you I could break dance better than you."* In these utterances, it can be seen that the host does not maximize self-deprecation. Instead, she maximizes self-praise. She boasted that that the host could break dance better than the child. The host should be able to make more polite remarks to the children as guest stars. She should maximize praise to Ashton about his break dances instead of praising and excelling herself.

The implicature that implies arrogance can be found in the host's utterances above. The host's utterances contain the implicature that unobserved the maxim of modesty because the host does not try to minimize self-deprecation. The utterance *"I bet you I could break dance better than you"* implicitly told that the host challenged that she could break dance better than Ashton in an arrogant tone.

**Datum (9)**

(Minute 23.35-23.46)

*Host: And what do you like to do for fun?*

*Elliot: I like to play Dungeons and Dragons with my friends.*

*Host: I know this game. I'm pretty good at it. I'm actually like the best.*

The above conversation occurred when Tiffany Hadish as the host, asked the child as a guest star, Elliot, about what he does for fun. Elliot likes playing Dungeons and Dragons games with his friends. The host responds that she knows this game and feels pretty good in playing this game.

The host's utterances are above unobserved the modesty maxim with the utterances, *"I know this game, I'm pretty good at it. I'm actually like the best"*. This utterance does not minimize praise of self and maximize dispraise of self. It is shown by the host's utterances condescending to the child and trying to maximize praise to herself if she is the best at playing the game. It is included in the modesty maxim, especially the criterion of being arrogant. The host shows this arrogant attitude by to imply condescending to other games.

The implicature that implies arrogance can be found in the host's utterances above. The host's utterances contain the implicature that unobserved the maxim of modesty because the host does not try to minimize self-deprecation. The utterances *"I know this game, I'm pretty good at it. I'm actually like the best"* implicitly told that the host responded in an arrogant tone if she is undefeated and thinks she is the best in this game. The host feels that she is better than him at playing Dungeons and Dragons games. Thus, there are implications for pride in others if the host is unbeatable in this game because she is the best.

**Datum (10)***(Minute 10.10-10.21)**Host: You got any dance move?**Andrew: I know you three cannot do this.**Host: Oh the K-splint*

The context of above the conversation occurred when Tiffany Hadish as the host asked the child as a guest star, namely Andrew to ask if he has any dance moves. Then Andrew gave some dance moves in front of the stage and he was certain that the three people on the stage with him couldn't do this dance move.

The child's utterances above unobserved the modesty maxim with the utterances '*I know you three cannot do this*'. This utterance does not minimize praise of self and maximize dispraise of self. This happens because the non-observance modesty maxim of the criteria for being arrogant and demeaning the interlocutor and other parties in public. At the time of the interview, the child named Andrew who prided himself on himself by looking down on others in public. He belittled other parties such as the host and his friends that they could not do the dance moves that he did so that he maximized self-praise. Thus, the child unobserved the modesty maxim, especially in the criterion of being arrogant by showing one's abilities.

The implicature that imply condescension to others can be found in the child's utterances above. The child's utterances contain the implicature that unobserved the maxim of modesty because the host does not try to minimize self-deprecation. The utterances '*I know you three cannot do this*' implicitly told that only the child who can do this dance move that demeans others can't do this dance.



The child feels if only he knows this dance move that other people don't now. Thus, there is implications for demeaning other people if he can dance in and others can't.

**Datum (11)**

*(Minute 05.22-05.38)*

*Host: Do you do any cooking yourself?*

*Luca: No, I don't cook. I eat. You just eat? You're same like me?*

*Host: No, I cook.*

*Luca: Oh, you cook?*

*Host: Oh, yeah, I cook a lot. Yeah, I cook all kinds of things. I mean, actually, I'm aspiring to be, you know?*

*Luca: A chef?*

*Host: I would like to be not a chef more, of a food artist.*

The context of the above conversation occurred when the host invited the child Luca as the guest star to the restaurant. Luca is a child who likes to criticize by giving his assessment on food. The host asks whether he cooks himself because he likes to eat. Then, Luca answered if he didn't cook, and he wondered if the host was the same as him or not by cooking for herself. The host is different from Luca in terms of cooking ability.

The host's utterances are above unobserved the modesty maxim with the utterances, "*Oh, yeah, I cook a lot. Yeah, I cook all kinds of things. I mean, actually, I'm aspiring to be, you know?*" It happened because there is non-observance of modesty maxim by the criteria of being arrogant that the host could cook everything. She wanted to be recognized as an expert, like a food artist. The host's utterances indicate, "*I would like to be not a chef more than a food artist.*" Thus, the utterance by the host is the maximization of praise to himself. It is included in the non-observance modesty maxim by being arrogant about one'sone's abilities.

The implicature that implies arrogance can be found in the host's utterances above. The host's utterances contain the implicature that unobserved the maxim of

modesty because the host does not try to minimize self-deprecation. The utterances "*Oh, yeah, I cook a lot. Yeah, I cook all kinds of things. I mean, actually, I'm aspiring to be, you know?*" implicitly told that the host is proud of herself and needs recognition from others if she can cook everything. Thus, there are implications in the host's utterances for pride in others if she can cook all kinds of things.

#### **1.4 Non-Observance of Approbation Maxim**

According to Leech (1983) the maxim of approbation is by minimizing dispraise to others and maximizing praise for others. The non-observance maxim of approbation occurs when a speaker does not utter utterances that maximize praise and humiliation for others. Thus, this maxim of praise requires every utterance to maximize respect for others and minimize disrespect for others.

##### **Datum (12)**

*(Minute 08.37-08.56)*

*Host: What's your favorite kind of clown?*

*Paige: The one that throws you up in the air and then catches you with like the blanket thing at my birthday party*

*Grace: That's sound fun*

*Host: It is fun*

*Grace: But creepy clowns or not?*

*Host: What do they look like?*

*Grace: Creepy clowns*

The context of the above conversation occurred when Tiffany Hadish, as the host, asked the child as a guest star, namely Paige, about her favorite kinds of a clown. And Grace thought Paige's kind of clown sounded like fun. Then the host asked her about what the clown looked like.

The child's utterances are above unobserved the approbation maxim with the utterances "*Creepy clowns.*" It shows that Grace minimizes praise of others and maximizes dispraise of others by insulting clowns and minimizing disrespect to

others. Grace's utterances about the clowns look creepy even though she knows Paige likes those kinds of clowns. Although in the beginning, Grace seemed to observe with the maxim of approbation by answering Grace's opinion about her favorite clown type, *"That sound fun."*

The implicature that implies insults can be found in the child's utterances above. The child's utterances contain the implicature that unobserved the maxim of approbation because the child does not try to minimize dispraise and maximize praise of others. The utterances *"Creepy clowns"* implicitly tell that Grace doesn't like clowns, and she insults clowns by saying "creepy clowns" as clowns that frighten her.

**Datum (13)**

*(Minute 07.27-07.53)*

*Host: And what do you want to be when you grow up?*

*Jessica: A dancer teacher, a gymnastics teacher. And someone that gives people food.*

*Host: Somebody who gives people food? So gives people food. Like how?*

*Jessica: Like a waitress.*

*Host: Where the money's at?*

The context of the above conversation occurred when the host asked the child as a guest star, namely Jessica. When she grows up, the host asks the guest star what she wants to be. Then, Jessica answered if she wanted to be a waitress who gave food to people. The host feels the waiter's job is insufficient to earn money.

The host's utterances above unobserved the approbation maxim with the utterances *"Where the money's at?"* It shows that the host minimizes praise of others and maximizes dispraise and minimizing disrespect to others by giving insults about the child's dream to be a waiter. It happened because of the non-observance of the approbation maxim, namely indirectly criticizing the wishes of other parties in

public. The host answered Jessica's statement about her dream of becoming a waiter by denouncing and belittling the child that working as a waitress has no money. It made the humiliated participant feel embarrassed and immediately became silent.

The implicature that implies insults can be found in the host's utterances above. The host's utterances contain the implicature that unobserved the maxim of approbation because the child does not try to minimize dispraise and maximize praise of others. The utterances " *Where the money's at?*" implicitly told the job of being a waiter has no money. It can be seen that the host's contempt for Jessica is because the host degrades the work of a waiter as something that has no money. Even though a small child wishes to become a waiter when they grow up, the host will even insult the job.

**Datum (14)**

*(Minute 05.48-05-59)*

*Host: What's your name?*

*Koa: My name is Koa*

*Host: How old are you?*

*Koa: I'm nine years old turning ten pretty soon*

*Host: Oh cool.cool I'm going on twenty one right now*

*Koa: But you seem older*

The context of the above the conversation is occurred when Tiffany Hadish as the host asked the child as a guest star, namely Koa about his age. He is nine years old turning ten pretty soon. And the host answered that she was twenty-one years old right now. In Koa's opinion the host doesn't look twenty-one because she looks old.

The child's utterances above unobserved the approbation maxim with the utterances "*But you seem older*". It is shows that the host minimizes praise of other and maximizes dispraise and minimizing disrespect to others by giving insults about the appearance of the host who looks old. It happened to criticize and belittle the

host about his old appearance. Thus, the host as the humiliated felt ashamed and immediately became silent.

The implicature that imply insults can be found in the child's utterances above. The host's utterances contain the implicature that unobserved the maxim of approbation because the child does not try minimize dispraise and maximize praise of other. The utterances '*But you seem older*' implicitly told the host is not as old as 21 as she says. It can be seen in the utterances that the child's utterance that there is an insult to the host if she looks older dose not machting to her age.

**Datum(15)**

*(Minute 05.48-06.10)*

*Host: I heard you like truffles.*

***Luca: It smells like pancake butter without getting cooked yet. Appearance, it would definitely be like 800, but for the smell, like 100.***

*Host: You don't like the smell?*

*Luca: Umm no*

The context of the above the conversation is occurred in restaurant, when Tiffany Hadish as the host invited the child as a guest star, namely Luca. He likes to criticize food and has a unique assessment of the food he reviews. The host had ordered the food that Luca liked and he gave the food his rating.

The child's utterances above unobserved the approbation maxim with the utterances '*It smells like pancake butter without getting cooked yet. Appearance, it would definitely be like 800, but for the smell, like 100*'. It is shows that the child minimizes praise of other and maximizes dispraise. Luca didn't like the smell of the food so he insulted it implicitly by giving it a low rating. The utterances by Luca are shown by maximizing dispraise and minimizing praise to others by giving insults about the food that the host orders. Even though the host ordered food that he liked, Luca as a guest star insulted and didn't like the smell of the food.

The implicature that imply insults can be found in the child's utterances above. The child's utterances contain the implicature that unobserved the maxim of approbation because the child does not try minimize dispraise and maximize praise of other. The utterances *"It smells like pancake butter without getting cooked yet. Appearance, it would definitely be like 800, but for the smell, like 100"* implicitly told that the child doesn't like the smell of food that has been ordered by the host. The child insulted the smell of the food by giving it a low rating. Thus, the value of 100 in the assessment of the food ordered by the host according to him the smell of the food was not good.

**Datum(16)**

*(Minute 10.01-10.08)*

*Host: Jessica, where would you go on a date?*

*Jessica: On my date I'll go to the park*

*Host: That's when a man don't have no money*

The context of the above conversation is when Tiffany Hadish, the host, asked the child as a guest star, Jessica. The host asked where is the place that she would go on a date. Jessica wanted to go to the park on a date, and the hosts felt it was an invitation from a man who didn't have any money.

The utterances between the host and child, namely Jessica, show the non-observance of approbation maxim politeness. The host is unobserved of modesty maxim by saying, " *That's when a man don't have no money.*" This utterance categorizes approbation maxim because the host minimizes praise of others and maximizes dispraise and minimizes disrespect to others by giving insults about her wish on a date place. In this utterance, it can be considered a less polite speech because the host seems to underestimate or demean a man who invites her girlfriend

to go on a date to the park, a man who has no money, namely, demeaning other people. Instead of demeaning and denouncing other people's wishes, it is better to support and be happy with her opinions.

The implicature that implies condescending to others can be found in the host's utterances above. The host utterances contain the implicature that unobserved the maxim of approbation because the child does not try to minimize dispraise and maximize praise of others. The utterances' That's *when a man don't have no money*" implicitly tell a man who invites his girlfriend to the park is a person who has no money. It can be seen in the host's utterances of insult to the child if the park is an unsuitable place for a date. There is an insinuation that the host does not maximize self-reproach by assuming that a guest star who wants to go on a date to the park with his boyfriend is a man who has no money just because going on a date to the park where the park is a free place does not require money.

### **1.5 Non-Observance of Agreement maxim**

The agreement maxim requires speech participants to maximize the agreement and minimize the disagreement between other. (Leech, 1983). Therefore, if a speaker utterances that expressing disagreement, the utterance is deemed to have unobserved the maxim of agreement. In the utterances by the host and the child, the non-observance agreement maxim are found. The following are examples of non-observance agreement maxim.

#### **Datum (17)**

*(Minute 05.47-06.05)*

*Host: Do you think I'm tough?*

*Hannah: No.*

*Host: What? I like that answer, though, because I am very fragile. Like a flower. Would you say you're fragile?*

*Hannah: Well, I'm not fragile. I'm just a human.*

The above conversation occurred when Tiffany Hadish as the host, asked the child as a guest star, Hannah, about her opinion on being a tough person. Hannah thinks that a host is a person who is not tough, then the host agrees that she is very fragile and asks whether Hannah considers herself a fragile person or not.

The child's utterances are above unobserved the agreement maxim: "*Well, I'm not fragile. I'm just a human*". In these utterances, Hannah maximizes disagreement by disagreeing that she is fragile and minimizes agreement by telling her reason that she is only human, not fragile.

The implicature that implies disapproval can be found in the child's utterances above. The child's utterances contain the implicature that unobserved the maxim of agreement. The utterance "*Well, I'm not fragile. I'm just a human*" show her disagreement that she is fragile. Here there is an implication that she is not a sensitive person or a fragile person. She is just a human being who can feel any feelings, not just a fragile person.

**Datum (18)**

*(Minute 18.55-19.05)*

*Host: What do you like to do for fun?*

*Emery: Play with crabs and surf*

*Host: Like the crabs you eat?*

*Emery: No, don't eat crabs*

The above conversation occurred when the host asked the child as a guest star, Emery about what she does for fun. Emery likes to play with crabs and surf. The host asks what the meaning of crabs is like the crabs he eats. The host believes crabs are food she eats, not for playing. The child disagreed with the host's opinion because, in her opinion if the crabs were forbidden to be eaten.



The child's utterances above unobserved the agreement maxim: "*No, don't eat crabs.*" The child's utterances show it does not minimize disagreement and maximize agreement between self and other as the host. It happens because of the non-observance agreement maxim shown by the child not agreeing in full without accompanying an explanation. The guest star realized the disagreement on the talk show by giving no reasons that made the disagreement on the show. It made one of the discussion participants who made a statement but was rejected feel disappointed, and there was an argument.

The implicature that implies disapproval can be found in the child's utterances above. The child's utterances contain the implicature that unobserved the maxim of agreement. Emery's utterances "*No, don't eat crabs,*" show her disagreement with the host if crabs are animals to be eaten. There is an implicit meaning that she does not agree to eat crabs. Thus, there is an implication that he does not agree with the host's opinion, which states that crabs are to be eaten.

**Datum (19)**

(Minute 22.41-22.46)

*Host: Are you dating in college? Because everybody dates in college.*

*Elliot: No, not everybody dates in college. I'm only ten years old.*

The above conversation occurs when Tiffany Hadish, the host, invites the incredibly smart child as a guest star, Elliot. He is a 10-year-old college student from the University of Minnesota. The host asked if he was dating in college or not because in the host's opinion everybody in college is dating. Thus, the child disagree with the host's opinion.

The child's utterances are above unobserved the agreement maxim with the utterances "*No, not everybody dates in college. I'm only ten years old*". It shows that the child's utterances do not minimize agreement and maximize agreement between self and others as the host. It happened because of the non-observance agreement maxim shown by one of the guest stars, Elliot, who did not fully agree. Still, there was an explanation accompanying the disagreement that not all dates were at college, especially since he was only ten years old.

The implicature that implies disapproval can be found in the child's utterances above. The child's utterances contain the implicature that unobserved the maxim of agreement. The utterances said by Elliot, "*No, not everybody dates in college. I'm only ten years old,*" for disagreeing with the host's opinion that everybody dates. An implicit meaning is to express disagreement with the date because he is still a ten-year-old. Thus, there is an implication that the child does not agree with the opinion of the host, who states that he does not need to date at college because he is still a young child and not old enough to date.

**Datum(20)**

*(Minute 19.15-19.24)*

*Host: I'm sorry they are delicious*

*Emery: No,they're not*

The context of the above conversation occurred when Tiffany Hadish, the host, said to the child as a guest star, namely Emery, that the host likes to eat crabs because they are delicious. Emery disagreed with the host because she liked to play with crabs. She doesn't like when other people eat crabs because she thinks it is categorized as special animal.

The child's utterances above unobserved the agreement maxim with the utterances "*No, they're not.*" It shows that the child's utterances do not minimize agreement and maximize agreement between self and others as the host. Emery did not fully agree, but there was an explanation accompanying the disagreement that, according to her, the crabs were not delicious. In contrast, in the host's opinion, the crabs were delicious.

The implicature that implies disapproval can be found in the child's utterances above. The child's utterances contain the implicature that unobserved the maxim of agreement. The utterances said by Emery, "*No, they're not,*" for disagreeing with the host's opinion that the crab soup is delicious. There is an implicit meaning, namely, to express disagreement that she doesn't like crab soup and that crab soup is not tasty. Thus, there is an implication that crab soup is delicious.

### **1.6 Non-Observance of Sympathy Maxim**

Leech (1983) stated the sympathy maxim requires a speaker to maximize sympathy for others and minimize antipathy for others. If an utterance does not show sympathy or shows antipathy towards other people, the utterance is considered to unobserved the sympathy maxim. When the interlocutor gets luck or happiness, the speaker is obliged to congratulate him. As for the opponent when experiencing difficulties or misfortune, the speaker should express his sorrow or condolences as a sign of sympathy.

#### **Datum (21)**

*(Minute 34.28-34.48)*

*Host: Do you play any sports?*

*Maxwell: Soccer*

*Host: Are you really good at it?*

*Maxwell: (Nooded)*

*Host: Do you win a lot of thropies?*

*Maxwell: (Nooded)*

*Host: How many trophies do you have?*

*Maxwell: One.*

*Host: Just one?*

The above conversation occurred when Tiffany Hadish, the host, asked the child as a guest star, Maxwell, about what sport he does. Maxwell, as a guest star, replied that he played soccer. Then the host asked about soccer, whether he was an expert, and whether there were any trophies he had received in soccer sport.

The host's utterances are above unobserved the sympathy maxim with the utterances "*Just one?*". It can be seen that the host maximizes antipathy and minimizes sympathy between self and other. The host's utterances showed no sympathy for Maxwell as a guest star. The host who guides the event should show her pride and sympathy by congratulating Maxwell, the child as the guest star, on his success in getting a trophy in soccer sport rather than asking if he only got one trophy or asking if there are several more trophies. Thus, the host should better appreciate by sympathizing with the success he got those trophies. Because of this statement, Maxwell, as a guest star, felt offended by not answering several of the questions asked by the host.

The implicature that implies condescendingly to other can be found in the host's utterances above. If someone gets successful in the trophy, he gets the speaker will congratulate him on the success he gets. The host's utterances, "*Just one?*" implicitly told condescendingly to other people because the guest star only achieved one trophy instead of congratulating him. Thus, this is included as a utterances that unobserved the sympathy maxim because the speaker does not maximize his sympathy for other people.

**Datum (22)***(Minute 10.28-10.45)**Host: Can you do the robot dance?**Elli: I'll Try.**Host: Come on. Bust the robot.**Elli: (Doing robot dance)****Host: Elli you look like you are the robot malfunction***

The context of the above conversation occurred when Tiffany Hadish was the host and the child was a guest star, namely Elli. The host asked if Elli could do a robot dance or not. As a guest star, Elli would try to do a robot dance in front of the stage. The host was also insulted by Elli's robot dance performance, which looked like a robot malfunction.

The host's utterances are above the unobserved sympathy maxim: "*Elli, you look like you are the robot malfunction.*" It can be seen that the host maximizes antipathy and minimizes sympathy between self and other. The host's utterances showed no sympathy for Elli as a guest star. This dissympathy is realized by not sympathizing with Elli, who has tried to do the robot dance. In the non-observance sympathy maxim, the host is more likely to express arguments in the form of insults instead of supporting and praising the child who has dared to perform the robot dance. The host is seen insulting the child's dance which looks like a malfunctioning robot.

The implicature that implies humiliation can be found in the host's utterances above. If someone gets success the trophy, he gets the speaker will congratulate him on the success he gets. The host's utterances' *Elli, you look like you are the robot malfunction,*" implicitly told it's insulting if a child's dance is bad. Robot malfunction, there is a simile with the robot dance, which looks like a malfunction or error robot. The host insults with the implicit meaning because of his bad dance. Thus, it includes the sympathy maxim because the speaker does not maximize his sympathy for others, instead of providing support and congratulations to the guest star who has tried to try the robot dance he is doing.

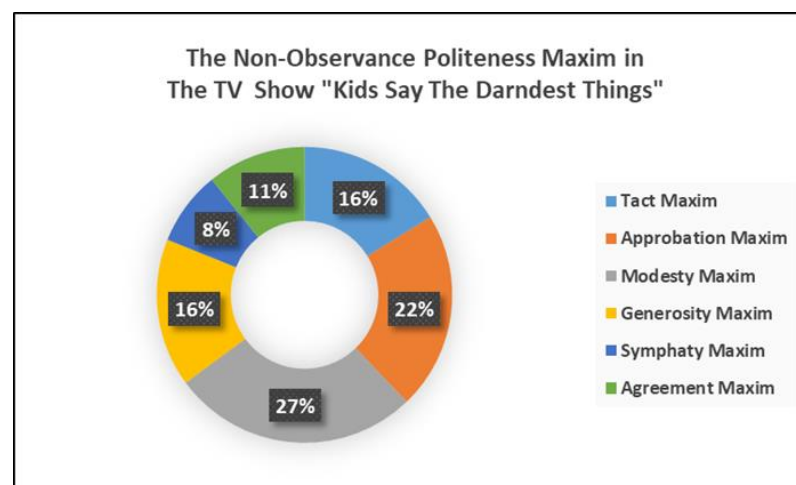


Figure 1 Non-observance politeness maxim on the TV Show "Kids Say The Darndest Things"

The author found the data of 37 non-observance politeness maxims on the figure 1. The modesty maxim was the most dominant type used in this TV show, with 27%, followed by the approbation maxim, with 22%. Then, the same percentage of tact maxim and generosity maxim with 16%. Followed by a low rate of agreement maxim of 11% and sympathy maxim of 8%. The dominant characteristic of the non-observance modesty maxim in this TV show is a principle of politeness that suggests to avoid expressing ourselves in too boastful or self-

promoting ways. Thus, the host and the guest star children frequently unobserved the modesty maxim because they want to excel over each other, not to look inferior. Therefore, they are arrogant by making statements that are too grandiose about themselves by setting aside the modesty maxim.

There are 37 conversation implicatures from dialogue that unobserved the principle of politeness in each maxim is intended to state arrogance with 22%, insulting with 19%, The implicature of the conversation intended to state the command with 14%, condescending other with 13%, disapproval of something as 11% sarcasm 8%, refusal of a thing with 5%, request something with 2%, and insinuating things with 3%. The dominant conversation implicature on this TV Show is an implication that imply arrogance as a result of the non-observance of modesty maxim by the host and children on the TV Show.

## **B. Discussion**

Following the completion of the data analysis step, the discussion part must be completed. In this section, the author describes the findings of data analysis of the non-observance politeness maxim in four videos of TV Show Kids say The Darndest Things by the host and children. According to the theory Leech (1983), the author discovered 37 non-observance politeness maxims divided into six types: tact maxim, approbation maxim, modesty maxim, generosity maxim, agreement maxim, and sympathy maxim.

In the first discussion, the author is explain the non-observance modesty maxim from the 10 data found above. The modesty maxim is a principle of politeness that suggests to avoid boasting or making overly grandiose statements

about ourselves. We take the example (see datum 8-11). In the context of being a host or guest star on a show, different social expectations that can override the modesty maxim. As a host, it may be expected that the host is confident and knowledgeable about the topic of discussion. To fulfill this role effectively, the host may need to speak assertively and with authority, even if it means making statements that could be perceived as immodest.

Similarly, the children's as the guest stars expected to showcase their talents and achievements to demonstrate why they were invited to the show. The children may need to fully understand the politeness maxim in conversation or even the language used on TV shows. The children may not realize that flaunting their superiority or success could be seen as rude or inappropriate. In addition, the children are often very enthusiastic and excited in attention-grabbing situations, such as when appearing on television triggers children's behavior to show off their superiority or success to attract more attention. Therefore, the host and guest star could discuss accomplishments, experiences, and expertise in an immodest way. Thus, the implications that arise from the non-observance maxim of modesty by the host and children as the guest star are conversation implicatures that imply arrogance and condescending to others. The children use more implicatures that imply arrogance, while the host implies condescending to others.

The data that we will discuss next is the approbation maxim. The author found 8 non-observance approbation maxims in host and children utterances. The approbation maxim is a principle of politeness that suggests we should express approval and praise for others when warranted. However, in the context of being a



host or guest star on a show, different social expectations that can make it difficult to observe this maxim. The child unobserved the approbation maxim with a total of 6 more times than the host with a total of 2. As a host, the role is to facilitate discussion and ask questions rather than to express personal opinions or offer praise. The host must also maintain a certain level of neutrality to keep the conversation balanced and avoid favoritism. Similarly, the guest stars expected to discuss their experiences and opinions rather than praise others.

Likewise, the children are positioned as guest stars who can unobserved the approbation maxim. The children cannot understand the situation and wider context of the event and may not understand how they are positioned as guests of honor. In addition, the children tend to be less able to control their words properly. They can easily say something inappropriate for the situation because of their natural in answering guest star questions, so they speak frankly and frontally with contempt. The implications that arise from the non-observance maxim of approbation by children are conversation implicatures that imply insult and sarcasm to others. In comparison, the implication from the host is conversation implicature that implies sarcasm and condescending to others.

The non-observance tact maxim by hosts and children as guest star data were found in the data with a total of 5. The hosts unobserved more tact maxims than guest stars. The host's unobserved tact maxims to create the children as the guest star is forced to do something according to the speaker's intention. The tact maxim is one of the principles in conversation theory one must choose words carefully and pay attention to the feelings and interests of the interlocutor so that

the message conveyed can be well received. The hosts on TV shows may unobserved the tact maxims to provide interesting entertainment for the audience.

The children as guest stars unobserve the tact maxim because they do not fully understand the concept of being polite or tactful in conversation. In addition, children may be more inclined to speak as it is and express their feelings without thinking about the effects or impacts that can arise from their words to order others. Thus, the non-observance of tact maxim occurs when the speaker maximizes the cost of others and minimizes the benefits of others. The implications arising from the non-observance of tact maxim are the implicature of the conversation that implies command and request in the utterances of children and the host on the TV show.

The non-observance of the generosity maxim found on the TV show shows a total of 7. The children unobserved the generosity maxim more frequently than the hosts, with a total of 6. The generosity maxim minimizes the possibility of offense felt by the speaker. In the maxim of generosity, the speaker maximizes losses and minimizes benefits for himself as much as possible. In this maxim, the speakers are also expected to be able to use polite sentences to express their feelings. It happened because of the unobserved generosity maxim shown by the children by not wanting to sacrifice to explain in more detail the statement uttered by the host. The implications of the non-observance generosity maxim are the implicature of conversation that implies satire, refusal, request, and insult in the children's utterances. In addition, the implications that arise in the host imply the command.

The data on non-observance of agreement maxim found on tv shows by children with a total of 4. The agreement maxim is a principle in conversation theory that in speaking, people try to comply with agreements made with their interlocutors so that the message can be well received. However, the children on talk shows may unobserve the agreement maxim that young children generally have limitations in terms of self-control, including in speaking. They can easily get carried away by emotions and speak without paying attention to the rules and norms that apply in conversation. The guest star realized the disagreement on the talk show by giving reasons and no reasons about the topic that made the disagreement on the show. It was made by one of the discussion participants who made a statement but was rejected and felt disappointed, and there was an argument. The implications arising from the non-observance agreement maxim by the children as the guest star are the conversation's implications that imply disapproval of things.

Furthermore, it was found in the data that the host unobserved the sympathy maxim with a total of 3. The sympathy maxim is one of the principles in conversation theory, which states that in speaking, one must show empathy or sympathy for the other person's feelings so that the message conveyed can be received properly. However, the hosts on TV shows unobserve the sympathy maxim to maintain the excitement and involvement of the audience in the show. It can make the host more inclined to ignore or even show no empathy for the feelings and experiences that the guest star is facing. Therefore, the hosts should still show empathy and sympathy for their interlocutors, especially if the topics discussed are related to personal matters. By showing empathy, the host can create a more

positive conversational environment and strengthen audience engagement in the event.

The implications arising from the non-observance sympathy maxim is the implicature of a conversation by the host that imply insult to others. Based on the research findings, the implication is that using maxims of politeness principle containing tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim is important to make good communication. Using maxims of the politeness principle makes the spoken utterances polite. When the speaker speaks politely, the addressee will be pleasant. Thus, the maxims of the politeness are important to be applied in daily life to produce and comprehend polite utterances in communication.

This study has similarities in objectives to the research conducted by Avianty et al. (2018), Lubis et al. (2019), and Agustina et al. (2019). This study aims to understand the utterances in the non-observance politeness maxim found in the television show; that way, we will know the forms of the non-observance politeness maxim and the implications contained in the utterances used.

In the context of the non-observance maxim, this study has similarities with Avianty's (2018) talk shows that make deliberate deviations to create a separate atmosphere as desired. Talk show discourse, used as entertainment for the community, is made in a relaxed atmosphere so people can enjoy it. It is also related to Kumalasari (2018), where there is non-observance of the principle of politeness of a host in the show because she needed to keep the guest star's face. Also, it is related to Alfia et al. (2014) found that the non-observance politeness maxim and

the implicature of the conversation make the event a comedy talk show that is rarely found that becomes more interesting, lively, and impressive.

This study's results differ from previous studies that discussed similar topics conducted by Avianty et al. (2018). The object studied in the research is a TV show entitled "Kick Andy." The study found that the maxim of generosity was the most unobserved in the talk show, while the least was the maxim of tact on the TV shows. The results of the research conducted by Avianty (2018) differ from the results of this study due to the different objects of research and the theory used.

This study still differs in the type of non-observance maxim most often produced is the modesty maxim. In contrast, Lubis (2019) research only found four types of non-observance politeness maxim on TV shows. Also, the research by Agustina et al. (2019) found that the dominant maxim is the approbation maxim and did not find the generosity maxim. The research conducted by Mahendra (2020) found a non-observance politeness maxim in the video "Guru" Most found was a non-observance of the tact maxim. There are conversation implicatures that imply forcing others is the most appealing. Meanwhile, this study found that the dominant maxim used by the host and children as the guest star in this tv show is the modesty maxim. The implicature arrogance arises the most as the non-observing of the maxim politeness.

In conclusion, this study has already answered the research questions addressing the type of maxim politeness the host and children do not observe. Also, the implication arises from non-observance that has indirect meaning from their utterances on TV shows. The non-observance of the politeness maxim and its

implications are important because they can provide a deeper understanding of how the unobserved politeness principle can affect society and how the impact of this non-observance maxim can be overcome or repaired. The benefit of research on non-observance of politeness maxim and its implications is to provide more accurate information about the most common types of non-observance of politeness principle on TV shows and other mass media.

In addition, it can increase understanding of the factors that cause the non-observance of the principle of politeness and the implications of these utterances. Sometimes, the speaker does not clearly convey his meaning in a speech. They choose to use utterances that do not directly imply their thoughts. Therefore, implicatures are used to explain the differences between what is said and what is implied from the context of the conversation. It allows the speech partner to make answers that hide information. Thus, knowing the politeness maxim that is unobserved and the implicature can give the basis for developing strategies or policies that can reduce or prevent violations of the politeness maxim on TV shows and other mass media.

## CHAPTER V

### CONCLUSION AND SUGGESTION

The next chapter summarizes the findings of the previous chapter's analysis and draws conclusions. It gives an overview of the research on politeness maxim theory that has been conducted. Additionally, this chapter a suggestion for future research, specifically for those interested in exploring the non-observance of the politeness maxim.

#### **A. Conclusion**

Based on the findings and discussions in this study, the author can draw the following conclusions. The author conclude that the host and children as the guests non-observed six types of politeness maxims on the TV show Kids Say The Darndest Things. There are causative factors that influence the occurrence of non-observance of the politeness maxim on the TV show, namely the age actor between the speaker as the host and the speech partner of the child as the guest star which is the result of a factor analysis of the occurrence of a non-observance politeness maxim.

The dominant type of non-observance politeness maxim used on this TV show is the modesty maxim. It is shows that both the host and children as the guest star frequently unobserved the modesty maxim because they want to excel over each other so as not to look inferior. As a host, it is expected that the host is confident and knowledgeable about the topic of discussion, even if it means making statements that could be perceived as immodest. Similarly, the children's as the

guest stars are often very enthusiastic and excited in attention-grabbing situations to show off their superiority or success to attract more attention.

The author also conclude the dominant conversation implicature on this TV Show is an implication that imply arrogance as a result of the non-observance of modesty maxim by the host and children. The resulting implicatures in TV shows are mainly due to the non-observance between the host and the guest star on the principle of politeness. To understand the implicature, context is the most essential thing in determining what the speaker implied. Thus, the existence of these implications can allow the speech partner to make answers that hide information, confuse other speech partner.

Finally, the author conclude the politeness maxims are a set of rules that exist to minimize the impact of being impolite in social interactions. Also the conversational implicature that arises from non-observance politeness maxim is important to understand through the implied utterance of a sentence in a context, even though that meaning is not a part or fulfillment of what is said. Thus, the maxims of the politeness principle makes the spoken utterances polite. When the speaker speaks politely, the addressee will be pleasant.

## **B. Suggestion**

In this sub-chapter, it conveys several suggestions based on the results of the analysis in the previous chapter. For future authors, it is expected to be able to study objects in different fields of study in indirect interaction such as online media and text messages to identify current trends in non-observance politeness maxim in the



context of modern technology. It is hoped that future authors will be able to develop or seek new ideas related to this research and renewal in researching the non-observance politeness maxim by Leech (1983) and conversational implicature by Grice (1975).

In addition, it is hoped that the study space will be narrower so that it can be analyzed to a more advanced stage to analyze the problems that occur, such as other talk show programs on television by combining politeness maxim theory with other theories to produce specific results and broaden the topic. For readers, this research can provide a deeper understanding of how the most common types of politeness maxims can be reduced or prevented from non-observance of politeness principles on TV shows and other mass media. Therefore, the author hope that further research can develop and enrich new ideas related to analysis or research in the field of linguistics.

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## APPENDIXES

Episode 1 You're Famous, But You Ain't All That

Datum	Utterances	Context	Non-observance Maxim of Politeness	Implicature
1	<p><b><u>Minute 05.34- 05.41</u></b>  Host: What do you want to be when you grow up  Emily: A professional drummer  Host: Can you play the drums now?  Emily: Yes, I can.  Host:How long have you been playing the drums?  <b>Jessica: A lot of months</b></p>	The host asks the child about how long she has been playing the drums and the child boasts that she has been playing drums for many months	Non-observance Modesty Maxim	To imply Arrogance
2	<p><b><u>Minute 08.37-08.56</u></b>  Host: What's your favorite kind of clown?  Paige: The one that throws you up in the air and then catches you with like the blanket thing at my birthday party  Grace: That's sound fun  Host: It is fun  Grace: But creepy clowns or not?  Host: What do they look like?  <b>Grace: Creepy clowns</b></p>	The host asks what the child thinks the clown looks like and child insulting clowns even though her friend named paige likes clowns	Non- Observance Approbation Maxim	To imply insult
3	<p><b><u>Minute 09.52-10.10</u></b>  Host: Any other celebrities you admire?  Emily: Taylor Swift and Adele  Host: Taylor Swift is my friend.  Grace: Really?  Host: Yeah, she is, I could call her right now  Emily and Paige: Do it, do it.  Grace: I believe you when I see it</p>	The host said that she was a friend of Taylor Swift the celebrities that child admire and she would call her now and the child command her to call in order to believe what the host said	Non- Observance of Tact Maxim	To imply command
4	<p><b><u>Minute 23.27-23.41</u></b>  Host: Hey Ashton what other special things can you do?  Ashton: Break Dances  Host: You can break-dance?  Ashton: Yeah  Host: Will you show up  Ashton: Yes  <b>Host: I bet you I could break dance better than you</b>  Ashton: Wow. We will see</p>	The host ask the child to show his break dance and the host feels that the break dance is better than the child	Non-observance of modesty maxim	To imply Arrogance

5	<p><b><u>Minute 39.07-39.15</u></b>  Host: Who thought you got to play the piano?  Jaidyn: Him. My grandpa over there.  Host: So your grandpa taught you. But you're still better than him, right?  <b>Jaidyn: 50 times better than he is.</b></p>	The host asks if he is better than his grandfather in playing the piano or not and the child prides himself and looks down on his grandfather if he is better at playing the piano	Non-observance of modesty maxim	To imply Arrogance
6	<p><b><u>Minute 39.23-39.34</u></b>  Host: You're better than the teacher?  <b>Jaidyn: I play faster, I play gooder.</b> And he plays good, too  Host: He's good, but you're just better?  Jaidyn: Yeah, and then I play the drums with him. It's like in the end.</p>	The host asks if he is better than his teacher in playing the piano or not and child boasts if he can play the piano better than his teacher	Non-observance of modesty	To imply Arrogance

**Episode 5 Marriage Seems Like a Huge Commitment**

Datum	Utterances	Context	Non-observance Maxim of Politeness	Implicature
1	<p><b><u>Minute 05.47-06.05</u></b>  Host: Do you think I'm tough?  Hannah: No.  Host: What? I like that answer, though, because I am very fragile. Like a flower. Would you say you're fragile?  <b>Hannah: Well, I'm not fragile. I'm just a human.</b></p>	The host considers herself is not tough and very fragile and she asks whether she is fragile too or not and the child does not agree if she is a fragile person	Non-observance of agreement Maxim	To imply disapproval
2	<p><b><u>Minute 07.27-07.53</u></b>  Host: And what do you want to be when you grow up?  Jessica: A dancer teacher, a gymnastics teacher. And someone that gives people food.  Host: Somebody who gives people food? So gives people food. Like how?  Jessica: Like a waitress.  <b>Host: Where the money's at?</b></p>	The host asks the child about what she wants to be when she grows up. The child wants to be a waitress and the host insults the job that the child wants	Non-observance of approbation maxim	To imply insult with sarcasm
3	<p><b><u>Minute 10.01-10.08</u></b>  Host: Jessica, where would you go on a date?</p>	The host asked the child on the date she wanted	Non-observance of Approbation maxim	To imply condescending to

	Jessica: On my date I'll go to the park <b>Host: That's when a man don't have no money</b>	to go to the park and the host teased her		others with sarcasm
4	<u>Minute 18.55-19.05</u> Host: What do you like to do for fun? Emery: Play with crabs and surf Host: Like the crabs you eat? <b>Emery: No, don't eat crabs</b>	The host asked the child about her reason of the way she was playing with crabs is the crab she was eating and the child did not agree with the host's statement	Non-observance of Agreement maxim	To imply disapproval
5	<u>Minute 19.07-19.14</u> Host: I love crab soup Emery: <b>Don't eat them</b> Host: Why? Emery: Because it is special	The host said that she liked the crab soup and the child told her not to eat it	Non-observance of generosity maxim	To imply prohibition
6	<u>Minute 19.15-19.24</u> Host: I'm sorry they are delicious Emery: <b>No, they're not</b>	In the opinion of the host, the crab soup is delicious, while the child disagrees with the host's opinion that the crab is delicious	Non-observance of Agreement maxim	To imply disapproval
7	<u>Minute 21.53-21.59</u> Host: Do you plan to get married? Kennedi: <b>Umm, marriage like seems a huge commitmen</b>	Host asks the child if she plans to get married or not	Non-observance of Approbation maxim	To imply sarcasm
8	<u>Minute 28.29-28.34</u> Host: Who complains the most? <b>Christy: Probably Brandon, because he's the youngest.</b> Host: You sold him out pretty quick.	The hosts asked the young children's music team of six about who complained the most in the team	Non-observance of approbation maxim	To imply insult
9	<u>Minute 32.55-33.02</u> Host: Do you have any brothers or sisters? <b>Ellington: I have one brother. I can catch my little brother because I'm so faster than him.</b>	The host asks the child if he has any brothers or sisters	Non-observance of modesty maxim	To imply condescending to other



10	<p><b><u>Minute 41.16-41.24</u></b>  Jules: Are you single?  Host: Yes I'm very single  Jules: Are you ready to mingle?  Host: I'm so ready for mingling, where is the good place to meet lot here in philadelphia?  <b>Jules: Nowhere, get tinder!</b></p>	The host asked the child about where to hang out in Philadelphia where since he is single and the young child told her to get a boyfriend on tinder application	Non-observance of generosity maxim	To imply satire
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**Episode 6 You've Been Lying to Your Momma?**

Datum	Utterances	Context	Non-observance Leech Maxim	Implicature
1	<p><b><u>Minute 05.48-05.59</u></b>  Host: What's your name?  Koa: My name is Koa  Host: How old are you?  Koa: I'm nine years old turning ten pretty soon  Host: Oh cool. cool I'm going on twenty one right now  <b>Koa: But you seem older</b></p>	The child insult the host if the host looks older than her age	Non-observance of Approbation maxim	To imply insult
2	<p><b><u>Minute 07.59-08.05</u></b>  Host: You got a girlfriend?  Andrew: I can't answer that.  Host: You can't answer that?  <b>Andrew: I can. I choose not to.</b></p>	The host asks if the child has a girlfriend but the child does not want to answer	Non- Observance of Generosity Maxim	To imply refusal
3	<p><b><u>Minute 09.41-10.05</u></b>  Host: Elli, what did your parents tell you not to say today?  Elli: My Parents told me to not embarrass them, so they told me that flatter goes pretty far. <b>By the way, the dress matches your face.</b>  Host: Oh, thank you. You said my face is red. Nice try Elli</p>	The child tried to compliment the appearance of the clothes the host was wearing but instead he complimented with sarcasm	Non observance of Approbation maxim	To imply sarcasm
4	<p><b><u>Minute 10.10-10.17</u></b>  Host: Elli, you got any dance moves?  Elli: Yes.  Host: Can I see something?  <b>Elli: If you say the magic word</b>  Host: Please.  Elli: Okay.</p>	The host asks the child whether he has some dance moves and the host wants to see Elli's dance moves	Non-observance of generosity maxim	To imply a request

5	<p><b><u>Minute 10.28-10.45</u></b>  Host: Can you do the robot dance?  Elli: I'll Try.  Host: Come on. Bust the robot.  Elli: (Doing robot dance)  <b>Host: Elli you look like you are the robot malfunction</b></p>	The host told the children to do the robot dance and the children also did the robot dance but the host insulted about his dance	Non-observance of sympathy maxim	To imply humiliate
6	<p><b><u>Minute 10.10-10.21</u></b>  Host: You got any dance move?  <b>Andrew: I know you three cannot do this.</b>  Host: Oh the K-splint</p>	The host gave a challenge to the small children to perform dance moves and Andrew performed dance moves that he felt no one could do	Non-observance of modesty maxim	To imply condescension to other
7	<p><b><u>Minute 11.01-11.28</u></b>  Host: <b>Got any challenge for me? I could do anything.</b>  Andrew: Oh, you can?  Koa: I got one.  Host: What?  Koa: Try to do orange justice. I can do it  Host: Orange justice? I never heard of this.</p>	The host told the children to give a dance challenge for her because the host felt she could do anything	Non-observance of modesty maxim	To imply arrogance
8	<p><b><u>Minute 22.41-22.46</u></b>  Host: Are you dating in college? Because everybody dates in college.  <b>Elliot: No, not everybody dates in college. I'm only ten years old.</b></p>	The host asked if he was dating in college or not because in host opinion everybody that in college is dating. However the child disagree with her opinion	Non-observance of Agreement maxim	To imply disapproval
9	<p><b><u>Minute 23.35-23.46</u></b>  Host: And what do you like to do for fun?  Elliot: I like to play Dungeons and Dragons with my friends.  <b>Host: I know this game. I'm pretty good at it. I'm actually like the best.</b></p>	The child like to play Dungeons and Dragons to have fun and the host's also knows the game and she feels the best in this game.	Non-observance of modesty maxim	To imply arrogance
10	<p><b><u>Minute 27.42-27.49</u></b>  <b>Host: So, I forgot to eat lunch. Do me a favor. Tell Rob, my assistant, to give my lunch,</b>  Carlton: Okay</p>	The host forgot to eat and told the little boy to give her food	Non-observance of Tact maxim	To imply command

Episode 11 A Thousand Thumbs Up

Datum	Utterances	Context	Non-Observance Leech Maxim	Implicature
1	<p><b><u>Minute 05.22-05.38</u></b>  Host: Do you do any cooking yourself?  Luca: No, I don't cook. I eat. You just eat?  You're same like me?  Host: No,I cook.  Luca: Oh, you cook?  <b>Host: Oh, yeah, I cook a lot.Yeah, I cook all kinds of things.I mean, actually, I'm aspiring to be, you know?</b>  Luca: A chef?  Host: I would like to be Not a chef more, of a food artist.</p>	The host asked the child whether he cooked himself or not and the child did not cook he just ate and asked whether the host was the same as him or not but the host did the cooking and she boasted herself that she could cook all kinds of things.	Non-observance of modesty maxim	To imply arrogance
2	<p><b><u>Minute 05.48-06.10</u></b>  Host: I heard you like truffles.  Luca: <b>It smells like pancake butter without getting cooked yet.Appearance, it would definitely be like 800,but for the smell, like 100.</b>  Host: You don't like the smell?  Luca: Umm no</p>	The host is at a restaurant with a small child and orders food that a child may like and the child insults the smell of the food that the host order	Non-observance of approbation	To imply insult
3	<p><b><u>Minute 15.22-15.31</u></b>  Host: Okay so you attend the funerals, what else?  <b>Josiah: I do a lot of stuff, stuff that you don't wanna know.</b></p>	The child boasts that he does a lot in his job as a funeral attendant	Non-observance of modesty maxim	To imply arrogance
4	<p><b><u>Minute 19.03-19.10</u></b>  Host: What do you think about working for her?  <b>Josiah: I'll quit.</b></p>	The host asked about the child's opinion if he worked as a subordinate staff of his friend Ashyln and Josiah refused that would leave if he worked with her	Non-observance of Generosity maxim	To imply insult
5	<p><b><u>Minute 21.22-22.13</u></b>  Host: And you brought some with you?  Michele:Yes.  Host: Show me  Michele: The roaches.  <b>Host: You know, where I come from, people collect roaches.But not on purpose. People collect stamps, baseball cards,bowls, why the croaches?</b>  Michele:They're my favorite thing in the world.  Host: Okay.</p>	The child namely Michele has a unique hobby that is collecting cockroaches. But the host's response is to think that cockroaches are disgusting animals to collect	Non-observance of sympathy maxim	To imply insult

6	<p><b><u>Minute 24.13-24.38</u></b>  <b>Michele: Give them a kiss</b>  Host: Only if you give them a kiss  Michele: Okay</p>	The child told the host to kiss the cockroach	Non-observance of tact maxim	To imply a request
7	<p><b><u>Minute 28.51-28.59</u></b>  <b>Host: What are you doing? Get your face out of my face.I can see the boogers in your nose. Back it up bro.</b></p>	The host on the technology voice-over tells children not to get close to the machine	Non-observance of Generosity maxim	To imply command
8	<p><b><u>Minute 29.28-29.40</u></b>  Host: Do you see the licorice on the table over there?  Children:Where is it?I see it now.  <b>Host: You're not supposed to touch it.But I really want to taste licorice.</b></p>	The host on the technology voice-over tells children whether they saw the licorice on the table because the host wants to taste it.	Non-observance of Tact maxim	To imply a command
9	<p><b><u>Minute 33.03-33.06</u></b>  Host: Well, how old are you again?  <b>Matthew: I told you at the beginning of the thing.</b>  Host: I forgot, you know, I'm old.</p>	The host repeats the same question he asked at the beginning about his age. The child was annoyed with the host because he should repeated answering the same questions asked by the host.	Non-observance of Generosity maxim	To imply refusal
10	<p><b><u>Minute 34.28-34.48</u></b>  Host: Do you play any sports?  Maxwell: Soccer  Host: Are you really good at it?  Maxwell: (Nodded)  Maxwell: Do you win a lot of trophies?  Maxwell: (Nodded)  Host: How many trophies do you have?  Maxwell: One.  <b>Host: Just one?.</b></p>	The host asked about football whether he was an expert and there were any trophies he received in soccer sport. The child have one but the host not show the sympathy of his achievement	Non-observance of sympathy	To imply insult
11	<p><b><u>Minute 36.33-36.40</u></b>  <b>Host: When is Maxwell is going to answer this phone? Answer the phone, Maxwell.</b>  Maxwell:I'm not answer the phone</p>	The host is doing a challenge to call a child and the host tells Maxwell to answer the phone even though the child doesn't want to answer the phone	Non-observance of Tact maxim	To imply a command

## CURRICULUM VITAE



**Talitha Salsabila** was born in Surabaya on April 20, 2001. She graduated from Senior High School Muhammadiyah 2 Surabaya. While studying at the Senior High School, she actively participated in several olympics. She also joined English club during high school.

She got achievement in Bussines plan competition in 2018 from Senior High School Muhammadiyah 2 Surabaya. She started her higher education in 2019 at the Department of English Literature UIN Maulana Malik Ibrahim Malang and finished in 2023. During her study at the University, she joined Koperasi Mahasiswa Padang bulan and English Literature Students Ambassador of UIN Maulana Malik Ibrahim Malang in 2019. She also achieved 1st Honorable mention on the National Essay Competition UNW Mataram in 2020.