

**FLOUTING MAXIM OF GRICE'S COOPERATIVE
PRINCIPLE IN CONVERSATION AT CORONACAST
ABC NEWS: PRAGMATICS APPROACH**

THESIS



By:

ISBANDI

161210004

**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
2021**

**FLOUTING MAXIM OF GRICE'S COOPERATIVE
PRINCIPLE IN CONVERSATION AT CORONACAST
ABC NEWS: PRAGMATICS APPROACH**

THESIS

**Submitted in Partial Fulfilment of the Requirement for the Degree of English
Sarjana Sastra**



By:

ISBANDI

161210004

**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
2021**

SURAT PENYATAAN ORISINALITAS

Saya yang bertanda tangan dibawah ini :

Nama : Isbandi
NPM : 161210004
Fakultas : Ilmu Sosial dan Humaniora
Program Studi : Sastra Inggris

Ingin menyatakan bahwa skripsi yang saya buat dengan judul:

"FLOUTING MAXIM OF GRICE'S COOPERATIVE PRINCIPLE IN CONVERSATION AT CORONACAST ABC NEWS: PRAGMATICS APPROACH"

Merupakan hasil karya penulisan sendiri dan juga bukan hasil duplikasi dari karya orang lain. Adapun naskah yang tertuang dalam skripsi ini bukan hasil karya ilmiah, pendapat ataupun gagasan yang pernah ditulis maupun diterbitkan oleh orang lain, kecuali yang secara tertulis dikutip dan disebutkan dalam sumber kutipan dan daftar pustaka.

Apabila terbukti didalam naskah skripsi ini terdapat unsur-unsur PLAGIASI, maka naskah saya ini bersedia untuk digugurkan dan gelar sarjana yang saya peroleh dibatalkan, sesuai dengan peraturan perundang-undangan yang berlaku.

Demikian pernyataan ini saya buat dengan sebenar-benarnya tanpa ada paksaan dari pihak manapun.

Batam, 31 Juli 2021



Isbandi
161210004

DECLARATION OF THE THESIS ORIGINALITY

I, Isbandi, NPM No. 161210004

Hereby declare that the thesis entitled:

**”FLOUTING MAXIM OF GRICE'S COOPERATIVE PRINCIPLE IN
CONVERSATION AT CORONACAST ABC NEWS: PRAGMATICS
APPROACH”**

Is the real work of myself and I realize that thesis has never been published in other media before, partially or entirely, in the name of mine or others

Batam, July 31st 2021

Isbandi
16120004

**"FLOUTING MAXIM OF GRICE'S COOPERATIVE
PRINCIPLE IN CONVERSATION AT CORONACAST
ABC NEWS: PRAGMATICS APPROACH"**

THESIS

**Submitted in partial Fulfillment of the Requirement for the
Degree of Sarjana Sastra (S1)**

**By:
ISBANDI
161210004**

This thesis has been approved to be examined on the date as indicated below

Batam, July 31st, 2021



**Afriana, S.S., M.Pd.
Supervisor**

ABSTRAK

Tujuan dari penelitian ini untuk menganalisis pelanggaran maksim yang dilakukan oleh para pembicara dalam podcast Coronacast. Secara spesifik, penelitian ini bertujuan untuk mengidentifikasi jenis-jenis pelanggaran maksim dan mencari tahu alasan-alasan untuk flouting maksim yang digunakan oleh para pembicara dalam podcast Coronacast tersebut. Peneliti menggunakan dua teori untuk melakukan penelitian ini; yaitu teori oleh Grice dan Leech. Peneliti menggunakan metode deskriptif kualitatif dalam menyelesaikan penelitian ini. Data dikumpulkan dari ujaran dalam sepuluh episode yang berbeda. Hasil penelitian ini menunjukkan bahwa empat jenis maksim flouting digunakan oleh pembicara: kuantitas, kualitas, relevansi dan flouting maksim manner; dan untuk alasan yang menyebabkan para pembicara melakukan pelanggaran maksim adalah alasan kolaboratif, konvivial dan konflik, sedangkan alasan kompetitif tidak ditemukan dalam penelitian ini. Dalam hal jenis pelanggarannya, flouting maksim relevansi adalah jenis terbanyak terjadi, karena dengan memberikan kontribusi yang tidak relevan, pembicara mencoba memberikan informasi yang tepat dan akurat; untuk jenis terendah yang terjadi dalam penelitian ini adalah jenis maksim manner. Terakhir, pada bagian alasan terjadinya pelanggaran maksim, alasan kolaboratif adalah yang paling dominan dalam percakapan yang ada pada podcast.

Kata kunci: Pragmatik, Pelanggaran maksim, Podcast

ABSTRACT

This research aimed at analyzing the maxim flouting in Coronacast podcast. In more specific terms, the purpose of this research is to identified the types of flouting maxim and to find out the reasons for flouting maxim used by the speakers in Coronacast podcast. The researcher used two theories to conduct this research; they were theories by Grice and Leech. The researcher used a qualitative descriptive method, the data were collected from the utterances in several different episodes. The results of this research showed that four types of flouting maxim were used by the speakers: quantity, quality, relevance and flouting the maxim of manner; and for the reason that led the speakers flout the maxim were collaborative, convivial and conflictive reason, meanwhile competitive reason did not find in this research. In terms of types, the most frequently occurred is the flouting the maxim of relevance, because by giving an irrelevant contribution, the speaker tried to give appropriate and accurate information; for the lowest types occurred in this research is flouting the maxim of manner. Finally, in term of reasons for flouting maxim, the collaborative reason is the most dominant in occurrences.

Keywords: Pragmatic, Flouting Maxim, Coronacast Podcast

ACKNOWLEDGMENT

All praise and gratitude the researcher prays to the presence of Allah SWT, who has given His grace so that the researcher can complete the thesis with the title “Flouting maxim of Grice’s Cooperative Principle in conversation at Coronacast ABC News: Pragmatics Approach” at the planned time.

This thesis could be done with lot of supports and assistances from many people. First the researcher would like to express deep appreciation to Mrs. Afriana, S.S., M.Pd. as the supervisor, for patiently deliver her advice, counseling, and guidance along the process of writing this thesis.

The researcher also would like to express gratitude to the parents who have given great motivation and love unconditionally. At the same time the researcher also wishes to convey and thank:

1. Dr. Nur Elfi Husda, S.Kom., M.SI., Rector of Putera Batam University
2. Dr. Michael Jibrael Rorong, S.T., M.I.Kom., Dean of Faculty of Social Sciences and Humanities of Putera Batam University
3. Nurma Dhona Handayani, S.Pd., M.Pd. as Head of Department English Literature of Putera Batam University
4. All lecturers of Department of English Literature, for their knowledge, motivation, and suggestion during my Research at Putera Batam University.
5. To all parties that cannot be mentioned one by one, who has provided support, opinions, and other assistances, in the process the researcher writing this thesis.

Batam, July 31st, 2021

Isbandi
161210004

MOTTO AND DEDICATION

MOTTO

” It’s not how GOOD you are, it’s how GOOD you want to be”

DEDICATION

To my beloved parents
and all my great family and friends

TABLE OF CONTENTS

TITLE PAGE	i
TITLE PAGE	ii
SURAT PENYATAAN ORISINALITAS	Error! Bookmark not defined.
DECLARATION OF THE THESIS ORIGINALITY.....	iv
APPROVAL PAGE	Error! Bookmark not defined.
ABSTRAK	vi
ABSTRACT.....	vii
ACKNOWLEDGMENT	viii
MOTTO AND DEDICATION.....	ix
CHAPTER I INTRODUCTION	1
1.1. Background of the Research.....	1
1.2. Identification of the Problems	7
1.3. Limitation of the Problems	7
1.4. Formulation of the Problems	7
1.5. Objectives of the Research	7
1.6. Significant of the Research.....	8
1.7. Definition of Key Terms.....	9
CHAPTER II REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK.....	11
2.1. Pragmatics	11
2.1.1. Cooperative Principle.....	12
2.1.1.1. Maxim of Quantity	13
2.1.1.2. Maxim of Quality	13
2.1.1.3. Maxim of Relevance.....	14
2.1.1.4. Maxim of Manner.....	14
2.1.2. Flouting Maxim.....	15
2.1.2.1. Flouting of Maxim Quantity	15
2.1.2.2. Flouting of Maxim Quality	16
2.1.2.3. Flouting of Maxim Relevance	16
2.1.2.4. Flouting of Maxim Manner	17
2.1.3. Reason of Maxim Flouting.....	17
2.1.3.1. Competitive Reason.....	18
2.1.3.2. Convivial Reason.....	19
2.1.3.3. Collaborative Reason.....	19
2.1.3.4. Conflictive Reason	20
2.2. Previous Study.....	20
2.3. Theoretical Framework.....	24

CHAPTER III METHOD OF RESEARCH	26
3.1. Research Design	26
3.2. Object of the Research	26
3.3. Method of Collecting Data.....	27
3.4. Method of Analysing Data.....	28
3.5. Method of Presenting Research Result	29
CHAPTER IV RESEARCH ANALYSIS AND FINDINGS	30
4.1 Research Analysis.....	30
4.2. Research Finding	55
4.2.1. Types of Flouting Maxim.....	56
4.2.2. Reason of Flouting Maxim.....	59
CHAPTER V CONCLUSION AND SUGGESTIONS.....	62
5.1. Conclusion	62
5.2. Suggestions	63
REFERENCES.....	64
SUMMARY OF DATA IN CORONACAST.....	64
CURRICULUM VITAE.....	76
CERTIFICATE.....	77

LIST OF FIGURES

Figure 2. 1 Diagram of Theoretical Framework	24
Figure 4. 1. Diagram Types of Flouting Maxim	56
Figure 4. 2. Diagram of Reason Flouting Maxim	59

CHAPTER I

INTRODUCTION

1.1. Background of the Research

In this world, language is an essential tool in communication for human being. Bloomer, Griffiths, & Merrison (2005) stated that people can deliver ideas, thoughts, opinion, willingness and feelings through language to other people. In other words, the role of language as a media that is used to communicate among people. Thus, to carry out that activity at least two participants involve, speaker and hearer are needed. Speaker's role here delivers the ideas and feelings; meanwhile, the role of the hearer is to receive information from the first speaker as well as to give feedback or contribution if necessary. In order to achieve successful communication through language, everyone can be the speaker and hearer, because while communication occurs, there is always a cooperation between both parties.

The cooperation is needed for both speaker and hearer to succeed the communication. It means that every speaker must contribute in one conversation; the contribution gives appropriate information refers to what the speaker expects to hear towards the conversation. In addition, information when the conversation takes a place should be right, relevant, brief, and orderly. For instance, if the information is deficient, it leads the speaker not able to understand, likewise, if the speaker gives information excessively, that information might be understandable however it will take more time for the hearer to get its point; as a result, the information that given has become inefficient. Therefore, to make a good cooperation in conversation, the participants have to pay attention to the rules prevailing in the communication by giving the right contribution that is relevant, brief and orderly.

Related to the explanation above, in Birner (2013) as cited in Grice (1989) put forward a principle known as the Cooperative Principle. The application of this Cooperative Principle, which contained in each conversation is part of Pragmatic study, and people will get a fruitful conversation if they fulfil the Cooperative Principle which divided into in four sub-principles or maxims. The four maxims are maxim of quantity, quality, relevance and maxim of manner, all these maxims make the conversation going smoothly and effectively to accomplish its purpose.

Each of those maxims has different goals and functions. First, the maxim of quantity deal with how the speaker is expected to carry out the contribution more informative or less informative than its required. Second, the maxim of quality modulates that a speaker has to speak the truth not to say something that is believed to be false adequate evidence. The next, maxim of relevance, means that a speaker has to be relevant with the topic under discussion. The last, maxim of manner is designated that the speaker should avoid obscurity of expression, avoid ambiguity, be brief and be orderly.

On the other hand, while the conversation occurs, sometimes people do interaction which is not compatible with those maxims. They do not follow the principles and tend to break the rule of maxims due to convey their ideas. In this case, the speaker is possibled to flouting the maxims to accomplish some purposes. Theoretically, both violation and flouting of the maxim are the same, both break the rules in conversation, yet technically these two things are different.

The violation of maxim is the condition which the speakers intentionally generate misleading the information, thus the hearer does not have any clue about the truth from the surface meaning of the words. Meanwhile, if the speaker flout

the maxims during the conversation, it seem to be uncooperative, but actually, the they still give contribution into it. According to Cutting (2002) mentioned that the listeners are expected to get implied meaning when the speaker does not seem to hold on the maxims. The speaker may give a response out from the context of the conversation; however, the intention or meaning which want to convey will be well received by the listener.

Associated with the phenomenon of this flouting maxim some previous researchers have been analyzed it before. Such as Tajabadi, Dowlatabadi, & Mehri (2014), they used the theory of cooperative principle to uncover what is the most observe and violate of the cooperative maxims at Iran's dispute settlement council during oral arguments. From their research, they found that the most flouting during the disputes were maxim of quantity and maxim of relevance, yet the maxims of 'quality' and 'manner' were most observed. Besides, Brumark (2005) has been done the research related to this cooperative principle. In his research, he concentrated to non-observance the maxim in family dinner conversation. The result, he obtained that parent broke the maxims often than children.

Similar to those two previous researches have mentioned above, this research aims at studying of the flouting maxims in conversation during the communication between the reporter and a doctor as speaker in podcast 'Coronacast' from ABC News. In this podcast mostly the reporter asks lot of questions to the doctor, definitely the conversation occurs, it leads both sides involved and give a contribution to achieving strong communication.

Coronacast is a podcast published by ABC News (Australian Broadcasting Corporation). In compliance with its name, this podcast is talk about the current

issue in 2020, the COVID-19 pandemic. Throughout this podcast, the speakers provided the latest information regarding COVID-19 pandemic, as well to respond to some questions that have been given by the listeners. The podcast itself is broadcasted daily; listeners possible to listen through multiple streaming platforms, also be accessed directly from their website.

From this podcast, the two speakers responded to each other and formed a very talkative conversation. Furthermore, in line with the explanation above, flouting maxim can happen in daily conversation, in the movie, as well in the podcast, radio or news. In order to get specific information about the study of flouting maxim in the podcast Coronacast published by ABC News, this following example found when reporter Tegan Taylor posed a question to doctor Norman Swan regarding several countries that had applied masks to avoid COVID-19 virus.

Tegan Taylor : Do we know if there's any link between the mask wearing and the rates of disease over there?
Doctor Swan : *It's never been properly studied.* It's a cultural thing, it's much more acceptable there, part of social hygiene.

Coronacast (Swan, 2019)

From the conversation above, the utterances from doctor Norman Swan, he replied "*It's never been properly studied*" from the question given seems not relevant because Tegan Taylor asked with the *question "do we know.."*. Here, Doctor Norman Swan had flouted the maxim of relevance, based from his statement, he gave an excellent respond toward the question, and he added more information, right after that utterances to clear up his answer.

Another example of flouting maxim also found when doctor Norman Swan countered the question from the podcast listener. In this following conversation, the question came from the younger listener in kids' episode session.

Listener : Hi, I'm Ella, I live in Melbourne and I'm already in complete lockdown. I've got a question for you. What do you think started the coronavirus?

Norman Swan : *A really good question, Ella. Doctors in China started noticing things going wrong around about late December, but what really happened was not absolutely pinned down but it looks as though around about November of last year, November 2019, in bats a virus developed which had the potential to infect other animals and humans...*

Coronacast (Swan, 2019)

Refers to what doctor Norman Swan conveyed; he answered the question by giving a quite long explanation along with other information. Nevertheless, from the questions given, he contributes to the question; however, based on the way he answers, doctor Swan had done flouting maxim, precisely the maxim of quantity. Due to giving contribution more than its required is the reasons why his utterances become the example of flouting maxim quantity.

Derives from the example of conversations above, there are two types of flouting maxims; meanwhile, there are two other types that can be found, namely flouting maxim manner and flouting maxim quality. Those types of maxims are often flout in daily conversation, as well as in the talk show or podcast. There are two different forms of utterance from each flouting that are created when Doctor Norman Swan gives a response to the question given. Thus, to know how that flouting can occur in a conversation is become another thing that is considered by

researcher after seeing examples of flouting maxims committed in that conversation.

In addition, this flouting maxim occur during a conversation because of some specific reasons, such as the speakers are tried to convey such hidden meaning or have certain purposes. These reasons have become an interesting topic to observe related to Cooperative Principle. As Leech and Thomas (1983) cited in Mey (1983) people are able to lead the listener to find a hidden meaning by doing flout or intentionally break one of the conversational maxims. Furthermore, in his book, Leech (1983) explained there some illocutionary functions of politeness, people tend to say something with a hidden meaning in order to act politely in front of other people.

In his theory, Leech classified the illocutionary function divided into four classifications, namely competitive, convivial, collaborative and conflictive. From those functions, there are some particular social goals such as asking, ordering, reporting, announcing and so on. Likewise, while the speakers flout the maxim in conversation, behind their utterances, they have specific social goal or intention, which is almost the same as the illocutionary function above. Hence, those illocutionary functions are somehow closely related to the reason why people flout the maxim of cooperative principle in a conversation.

Therefore, based on the explanation which have been discussed above. Here the researcher needs to analyze the problems when the flouting maxim takes place in the conversation, reasons why the speaker flouts the maxim, also how that flouting maxim occurs when the speaker contributes to their conversation. Thus, the researcher is interested in the analysis of the types of flouting maxim used in

the podcast and understanding the reason of flouting maxim occur in that conversation are the critical thing to be researched.

1.2. Identification of the Problems

There are some problems can be identified from the background of the research above which related to flouting maxims in Cooperative Principle, those problems such as:

1. The types of flouting maxim appears in Coronacast ABC News.
2. The reasons why flouting maxim occurs in Coronacast ABC News.

1.3. Limitation of the Problems

From the identification of the problems above, there are some problems were found, the researcher would take some of the problem above to limit the cases. They are:

1. Types of flouting maxims which are applied in Coronacast ABC News.
2. Reasons of flouting maxims which are applied in Coronacast ABC News.

1.4. Formulation of the Problems

In the order to make the researcher take an easier, the researcher classify the formulation into two questions, they are:

1. What are the types of flouting maxims applied in Coronacast ABC News?
2. What are the reasons of flouting maxims applied in Coronacast ABC News?

1.5. Objectives of the Research

The research objective is to respond the problems outlined in the research questions. Based on that, the objectives of the research are:

1. To identify types of maxims flouted used in Coronacast ABC News.
2. To identify what are the reasons maxims flouted used in Coronacast ABC News.

1.6. Significant of the Research

The significance of this research divides into two parts theoretically and practically, they are:

This research have some purposes in theoretical. First purpose is to give further information for the readers about what is Cooperative Principles. Second, this research is expected to enhance the references for any researchers who will conduct research of pragmatics in the future, specifically in this Cooperative Principle theory.

Practically, this research is expected to deliver more practical improvement to the researcher and the reader to absorb the information during daily conversation also to comprehends the phenomenon of flouting the maxim in communication that found in news or radio, thus all the information that deliver be more comprehensive.

1.7. Definition of Key Terms

1) Cooperative Principle

In his explanation Grice in Birner (2013) stated that principle makes a contribution as is required, at the stage at which it occurs, by accepted purpose or direction of the talk exchange in which you are engaged.

2) Maxim

There are four conversational maxims proposed by Grice, those maxims arise from the Pragmatics of natural language. The Gricean maxims which are based on cooperative principle theory is the way how to explain the correlation between utterances and how to interpret them in one conversation.

3) Flout a Maxim

Flout occurs when the speakers blatantly fail to observe a maxim, on the assumption that the speaker can fulfill the maxim and to do without violating another maxim.

4) Coronacast Podcast

A podcast published by Australian Broadcasting Corporation. This podcast generally talks about current phenomena of COVID-19, also specifically talks about pandemic in Australian area. It broadcast daily, from Monday to Friday. The speakers are Dr Norman Swan and Tegan Taylor, and also they are collaborates with listeners and others speakers in several episodes.

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1. Pragmatics

Conversation is an activity that always occurs in every aspect of daily life. Every conversation, people have attention or purpose of delivering an idea or message, sometimes in the event of conveying that goal, the speaker tends to flout the maxim when the conversation takes place, which flouting the maxim is closely related to the pragmatics theory. In other words, flouting maxim is part of the study of pragmatics.

Pragmatics is a study of correlation between linguistics structure and its user; that is, words that literally relate to what the user of those words intended to express and deliver. According to Cutting (2002) states that Pragmatics inspects the meaning of language externally. In other words, Pragmatic is the scope of study where focuses on the speakers meaning, in Pragmatics human allows doing analysis such as assumptions, purposes, and goals while speaking, here, the interpretation will take part when the speaker deliver or understanding the words, based on the context and background during the conversation occur.

Furthermore, the definition about pragmatics has been put forward by some linguists such as Leech (1983) said that pragmatics is the study of meaning in utterances related to the speaker, the hearer and the situation which is concerned with context in the communication. Meanwhile Thomas (1995) defined pragmatics as a meaning in an interaction. Sometimes the definition of pragmatics has different perspective because the meaning is not something closely related to the word itself,

but rather to the context of speech involved and the interpretation of meaning from an utterance where comes from each participant.

The participants are expected to deliver the message and understanding the meaning due to get interaction precisely in communication. Therefore, to build the communication appropriate with the context, there must be a rule to take control strictly. The cooperative is a must for both speaker and hearer during its process by giving a contribution. In addition, Yule (1996) explained that, pragmatics is the study of the 'unseen' meaning, the reader has to observe what is meant even it does not clearly written, thus the reader must be able to depend on lot of assumptions and interpretations.

In conclusion, derive from explanations above it can be agreed that Pragmatics is a part of the linguistic study, deal with the ability of the speaker as the language user connect and harmonize between utterances and context. Hence, to create that harmonious communication, speakers are expected to understand the intended purpose and context contained in the conversation. Here pragmatics study is highly required in the use of language; this statement shows that pragmatics is attached from the use of language itself.

2.1.1. Cooperative Principle

Communication occurs if the speaker and the hearer are cooperated. The cooperate means when the speaker say something after that hearer get the meaning and give the contribution, thus the communication runs well. The user of language should pay attention toward principles prevailing in the communication to create a good conversation. Grice believed that there is a set of assumption guiding the conduct of conversation, and these assumptions may be formulated as guidelines

for efficient and effective use of language. According to Grice (1989) the guidelines are the four basic maxims of conversation which express a general cooperative principle. In analyzing the data obtained from this research, the researcher used this concept of the principle cooperation. These principles make a contribution as is required, at the stage at which occurs, by accepted purpose or direction of the talk exchange in which you are engaged (Birner, 2013). The principle is categorized into four maxims.

2.1.1.1. **Maxim of Quantity**

Participants contribute as informatively as is required for the current purpose of exchange. The speaker should not make the contribution more or less informative (Grice, 1989); it means the speakers' respond in conversation should be informative as its needed. Too put it simply, the speakers are expected not to give too little neither too much information. If the information provided is inadequate, it will risk the hearer not able to identify the meaning from the utterance; otherwise, if the information given is excessive, it leads the hearer to get bored. For example:

Sally : *Where is James going to?*
Mike : ***Oh, he is going to Sydney***

(Milad Ali, 2018)

from the conversation above, Mike answers Sally's question by giving information as required, his respond not too much and not too little too. Here, Mike obeys the maxim of quantity.

2.1.1.2. **Maxim of Quality**

Maxim of quality contributes to what speaker believes to be true (Grice, 1989). It means that, when conversation occur, the participant should give the right information; that information given should be truthful and appropriates with the

fact. Point of this quality maxim is the speakers have to create their contribution to be true and has the evidence. For instance:

Dave : *Jane, do you know where is my new magazine?*
Jane : ***I have brought it Dave; I am sorry did not to say to you previously***
(Safitri & Faridi, 2017)

Here Dave asks about his magazine that lose and he has forgotten where it located at. In this occasion Jane says that Dave's magazine is brought by her. Jane answers the question by saying the truth. The fact is his magazine really borrowed. Thus, in her utterances Jane obeys the maxim of quality.

2.1.1.3. Maxim of Relevance

In communication, each participant has to contributes the relevant information to the topic (Grice, 1989). This principle required the speaker give the relate information within a conversation. For instance:

Mey : *Where is my delivery package?*
Tora : ***It is in your table.***
(Zhang, 2016)

Tora's respond is represented as relevant towards the topic of the conversation. Tora asking with 'where' question, then Tora answer about the place that is 'your table'. So, Tora's contribution is relevant to Mey's question.

2.1.1.4. Maxim of Manner

This maxim of manner means that the participants required to be clear, avoid obscurity and ambiguity (Grice, 1989). Towards this principle Levinson (1983) gives explanation that the utterances which come from the speaker should be brief and orderly:

Derek : *Where was John last night?*

Mia : John went to night club and he got drunk

(Leech, 1983)

from the example above Mia has obeyed the maxim of manner. She gives a clear explanation by saying where John was and what he has done last night.

2.1.2. Flouting Maxim

The types of flouting maxim, there are as many as the number of theory Cooperative Principle as the basic idea which created by Grice. There are four types of flouting maxim: namely flouting of maxim quantity, flouting of maxim quality, flouting of maxim relevance and flouting of maxim manner. The following is a further explanation of those flouting maxim types.

2.1.2.1. Flouting of Maxim Quantity

Flouting of maxim quantity is the failure of the speaker to engage the maxim of quantity in the Cooperative Principles during the exchange. There the two factors, whether the speaker does not make informative as is needed or more informative than is needed. For example:

Sally: I hope you brought wine and steak.

*Jean: Ah, **I brought the wine.***

(Milad Ali, 2018)

In the example above, Jean tries to inform the thing that she does not bring. She deliberately gives insufficient information toward Sally's utterance; thus, as the hearer, Sally is expected to receive the implied meaning from Jean. Because she does not give the appropriate information, Jean's statement classified as the flouting of maxim quantity.

2.1.2.2. Flouting of Maxim Quality

Flouting maxim of quality is formed when the speaker says something that does not express what they really think. The speaker fails to accomplish the maxim of quality, which the speaker required to contribute such a piece of accurate information, not saying that for which the speaker is short of sufficient evidence, also not conveying what is believed to be false.

The illustration of flouting maxim quality that breaks the maxim requires a speaker to say what she/he believes to be true as in the following dialogue.

Jessie : Look. Winter has come.
Erick : Yea. suddenly, **my room becomes a fridge now.**
(Brumark, 2005)

Both speakers discuss related to the weather. Through his comment, Erick has been flouting maxim of quality, because he says something that is not true. In that conversation, there is a hidden message, from his utterance Erick tries to express his agreement and inform Jessie that his house is freezing as a refrigerator.

2.1.2.3. Flouting of Maxim Relevance

Flouting of maxim relevance develops when the interlocutor fails to be relevant during the conversation. In some cases, even the speaker being irrelevant; it does not mean they purely do not be relevant. Sometimes, it happens because the interlocutor wants to hide something or deliver information to others circumstantially. For instance:

Elsa : Angie, the bell is ringing.
Angie : **I am on the phone!**
(Qassemi, Ziabari, & Kheirabadi, 2018)

In that discussion above, Angie replies to an answer which is out of the topic, consequently, she flouted the maxim of relevance by being irrelevant. In this case,

Elsa is intended to understand Angie's unstated message, that Elsa is expected to open the door, because Angie is in talking on the phone.

2.1.2.4. **Flouting of Maxim Manner**

Flouting of the maxim manner is the result when the speaker fails to observe the maxim by deliver an ambiguity word, not being brief and orderly also, using an obscure language, whether the speaker intends to make it or not. An example of this flouting of maxim manner is presented in the following conversation:

Mike : *Let's go to movie tonight?*
Anna : *I got zoom meeting, and it might end at 9 pm.*
(Leech, 1983)

Based on Anna's utterance, there is an ambiguous sentence that has two meanings. First, it can be meant Anna rejects Alan's invitation to go to a movie, or the second, it can be meant she is able to go out after her meeting is done. Thus, the sentence from Anna is classified as the flouting maxim of manner.

2.1.3. **Reason of Maxim Flouting**

The interlocutors tend to carry out the flouting of maxim of cooperative principle in terms of delivering an implied meaning to the hearer. As Leech and Thomas remark in Mey (1983) people are able to break one of conversational maxims or intentionally flouts the maxim to lead the listener find out that hidden meaning. In other words, flouting gently leads the listener to assume more than one conversational implicature in exchange.

According to Mey (1983) flouting the maxim occurs due to many reasons. There is no limitation of the reason of flouting maxim, it would be depending on the situation. Speakers can break or flouting the maxim in the same situation for different reason. In spite of that, speakers also able to flout two different maxims for the same reason.

Towards the reason of this flouting maxim, in his book Leech (1983) mentioned some illocutionary functions of politeness. In the society, sometimes people communicate by saying something with hidden meaning in order to act politely, that function is related to the reasons people flout the maxim in cooperative principle. Also, the principle of politeness which is a small part of the flouting maxim where people being polite although their contribution becomes overstate or not relevant. Hence, in this situation, the reason for the flouting maxim is identically similar to the illocutionary function of politeness. The following reasons are the factors that may lead people to flout the maxims of the cooperative principle:

2.1.3.1. **Competitive Reason**

Competitive reason takes place when the illocutionary goal competes with the social goal such as: asking, demanding, ordering and begging (Leech, 1983). Here, the purpose of illocutionary is a self-centered goal, which is more concerned with each person's self and does not care about others. In other words, this reason contrasts with social goal, to bring advantage to others. As the result, there is the competition between the illocutionary goal and social goal. An example of competitive reason is in the following dialogue:

Elsa : *Angie, the bell is ringing.*
Angie : ***I am on the phone!***

(Tajabadi et al., 2014)

Based on the conversation above, there is a competition between the Angie's illocutionary goal and her social goal. Her social goal is helping Elsa to open the door, while her illocutionary goal is to finish her own activity. In this case Angie understands the situation that Elsa asked her to check who is in front of the door,

however she intentionally flouts the maxim of relevance by saying "I *am on the phone*" because she refused to open the door.

2.1.3.2. **Convivial Reason**

Convivial reason for flouting maxim occurs where an illocutionary goal coincides with the social goal as in offering, inviting, greeting, thanking and congratulating (Leech, 1983). There is no disadvantaged side; both self and society are happy getting advantage from an utterance.

Esther : *You got a perfect score for your last exam.*
Vivi : ***It's also you in charge.***

(Austin, 1975)

Based on the dialogue, the social goal is that Vivi received the compliment; and the illocutionary goal is that she reacted to that compliment with thanking. Here, Vivi flouts the maxim of relevance to thank Esther for helping her on the last exam. Vivi does not concern about the compliment, she expresses her feeling of pleasure. There is no competition in that conversation, instead both sides aim to gain satisfaction in the talk, thus the reason for flouting the maxim here is classified as the convivial reason.

2.1.3.3. **Collaborative Reason**

As Leech (1983) explained that the collaboration occurs in conversation when the illocutionary goal is indifferent to the social goal. Such as reporting, announcing, asserting, and instructing. In this situation, the illocutionary goal and the social goal are work together for a purpose of giving understanding. The conversation below is the example of flouting maxim with a collaborative reason:

Sally : *I hope you brought wine and steak.*
Jean : *Ah, **I brought the wine***

(Austin, 1975)

In the exchange above, Jean flouted the maxim of quantity because she wants to inform to Sally that she does not bring any steak. Her illocutionary goal is reporting what he has done. In this case, the context supports Jean's respond, thus Sally understands the intended meaning from Jean.

2.1.3.4. **Conflictive Reason**

This conflictive reason takes place when the illocutionary goal of conversation conflicts with the social goal (Leech, 1983). Threatening, accusing, cursing, reprimanding and others are some examples of conflictive reason. There is distinctive purpose between illocutionary goal and the social goal. For example:

Ryan : How's the dinner?

*Betty : Yum, **this is lovely undercooked egg you've given me here, as usual.***

(Brumark, 2005)

In that dialogue, Betty flouts the maxim of quality and intentionally hurts Ryan. The social goal is complimenting Ryan, meanwhile, the illocutionary goal is saying what she feels without caring about the others' feelings. The use of the 'lovely' word becomes the conflictive thing; it contrasts because the meal is not really lovely and also Betty wants to reprimand Ryan. As the result, Betty's utterance is categorized as the conflictive reason.

2.2. **Previous Study**

The researcher used some people works which related with to the topic that have been discussed as comparison and references. First, the use of Grice's cooperative maxims in oral arguments at the dispute settlement council in Iran by Tajabadi, Dowlatabadi, & Mehri (2014). In their study aimed to find out what cooperative maxims most observe and most violate. The data were taken from

Persian speakers committed into oral debates at the Council of Dispute Settlement in Iran. Data were collected through observational method and supported by recording technique. Data were analyzed by using the pragmatic identify method referring to Grice's theory about cooperative principle. After analyzing data, the researchers found that the maxim of quantity and maxim of relevance were the most violated two during the dispute, meanwhile the maxim of quality and maxim manner were most observed.

In the first previous research, the researcher found the similarities and differences. The similarities are the researcher uses the theory of cooperative principle purpose by Grice and yet the same method of collecting data. The differences are the researcher focuses on flouting maxim only in this research, as well as the difference in the object of the research, the researcher used podcast in ABC News as object in this research.

Second research is by Brumark (2005) non-observance of Grice's maxims in the family dinner table conversation. The objectives of this research were to identify and describe term of non-observance (flouting or violating) of Grice's maxims in family dinner conversation. This research used descriptive method; data were taken from recording of utterances which contained non-observance in 19 families during dinner conversation. The collected data were identified and classified into some groups between parents and children, the qualitative analyzed that fathers more often than mothers used hints for socializing purposes and then older groups seemed to break the maxims often.

In the second previous research, the researcher also found the similarities and differences. The similarities are the researcher uses descriptive research; in the

same way the research also uses Grice's theory. Then the differences are found in the object of the research, in the second previous research used family dinner conversation meanwhile the researcher uses the conversation in podcast at ABC News as object of the research, in that study also focused for both flouting and violating maxim.

Third is an analysis of flouting of Grice's cooperative principle by native and non-native speaker in English in *Insight with Desi Anwar* talk show by Safitri & Faridi (2017). Object of this research is to distinguish the types of flouting Gricean cooperative principle by native and non-native speakers of English interviewees on that talk show. This research used descriptive qualitative research. The data used in this research were taken from guests' utterances in the talk show.

Based on the third previous research above, there are similarities and differences which the researcher found. The similarities are the researchers used the descriptive method, and the same used the Grice's flouting maxim theory. Meanwhile, the differences are the researchers used talk show as object of the research and to find out types the host's repair strategies, while in this research use the utterances in the conversation at *Coronacast* podcast by ABC News as object of the research.

The fourth research is an analyzing of cooperative principle in business letter by Zhang (2016). The objectives of this research were to identify and define term of observance and non-observance (flouting or violating) of Grice's maxims in English business letter. This research used descriptive method; the data used in this research were taken from some written English business letters in China.

Based on the fourth previous research above, there are similarities and differences which the researcher found. The similarities are the researchers used the descriptive method, and the same used the Grice's cooperative theory. Meanwhile, the differences are the researchers used written business letter as object of the research and also to find out types of repair strategies used by the host, while this research use the utterances in the conversation at *Coronast* podcast by ABC News as object of the research.

The fifth research is an analysing of Grice's cooperative principle in news report of Tehran Times by Qassemi, Ziabari, & Kheirabadi (2018). Object of this research is to describe the types of violation and observance Gricean cooperative principle in news report at *Tehran Times* newspaper. This research used descriptive analytical research. The data used in this research were taken randomly of 120 news stories from that newspaper.

In the fifth previous research, the researcher also found the similarity and differences. The similarity are the researchers used the theory of Grice's Cooperative theory. Then the differences are found in the object of the research, in the fifth previous research used news report in newspaper, meanwhile, the researcher uses the conversation in podcast at ABC News as object of the research, in that study also focused for both flouting and violating maxim.

2.3. Theoretical Framework

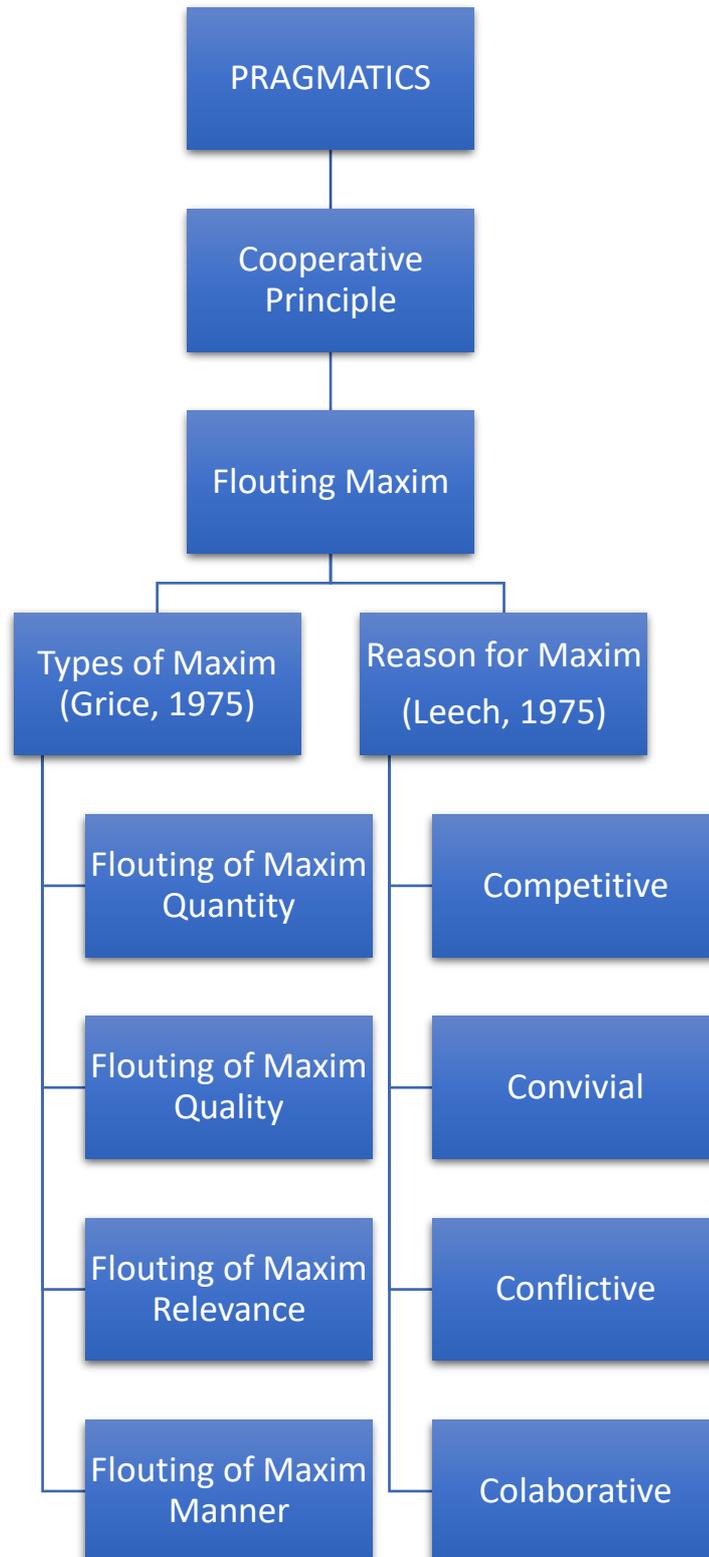


Figure 2. 1 Diagram of Theoretical Framework

The theory of cooperative principle is a part of pragmatics study, and flouting maxim is an act of break the rules while the speaker give contribution in conversation. There are two different ways to break the rules in conversation, firstly by doing flout the maxim and secondly by doing violate the maxim. In this research focuses on flouting maxim uttered by the speakers in Coronacast podcast from ABC News.

By flouting the maxim in conversation, people are deliberately disobeying the rules of cooperative principle. The speaker possibly flouts one or more maxim of the cooperative principle. To answer the objectives of this research, the researcher used the theory of flouting maxim by Paul Grice. According to his theory, there are four types of flouting maxim: quantity, quality, relevance and flouting the maxim of manner.

Furthermore, in some cases, the speakers have some reasons while doing that flouting maxim. Due to answer the second objective of this research, to find out about the reasons of flouting maxim, the researcher used the theory of Illocutionary function from Geoffrey Leech. Here, the reasons of flouting maxim classified as the competitive (ordering, asking, demanding, begging), convivial (offering, inviting, greeting, thanking), collaborative (asserting, reporting, announcing, instructing), and conflictive (threatening, accusing, cursing, reprimanding).

In line with the explanation above, this flouting maxim is a manifestation of the social aspect in linguistics. The researcher used both theories to analyze in this research. By consolidating those two theories, this research expected to present the most comprehensive findings of flouting maxim in the Coronacast podcast.

CHAPTER III

METHOD OF RESEARCH

3.1. Research Design

The research methodology is a technique to solve the problems in a method that can be understood as a study of how the research is carried out scientifically. Accordance with Kothari (2004) stated that the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. In other words, it describes the methods used in designing research, methods for collecting data to be investigated, methods of data analysis, and how to present the results in one scientific research.

Theoretically, there are two kinds of research design; they are quantitative and qualitative research. Quantitative research focuses on a cluster of numerical data and generalizing it across a group of people or to explain a particular phenomenon. Whereas, qualitative research focuses on producing descriptive data in the form of words or locution of a person. In doing this research, the researcher uses qualitative research, and it is applied to analyse flouting maxim in the conversation between the reporter and the speaker at Coronacast Podcast by ABC News.

3.2. Object of the Research

In this research, the object of the research was flouting maxim of Cooperative Principles. Afterwards, the source of data took from the utterances in 'Coronacast' podcast, the podcast itself found at an online streaming app called 'Spotify'. Hence, the data sources mostly were taken from the conversation between Dr Norman Swan and Tegan Taylor as the host, also collaborated with others speakers in

several episodes. Those utterances were collected from 20 different episodes, started from April 2020 until May 2020, each episode comprised different context of the discussion which deliberate about the pandemic of COVID-19 in our society. As the conclusion, every utterance which carried the flouting maxim of Cooperative Principle became the object of this research, because the researcher entails to identify the types and the reason why flouting maxim occurred in their conversation.

3.3. Method of Collecting Data

As the method of collecting data, the researcher used observational qualitative. As believed by Creswell (2013), a qualitative observation is a method used by the researcher to observe the activities, behaviour of individuals on the research site. Altogether, the researcher did an observation towards data sources. After that the technique of collecting data was need to do some observation. Related to this technique of collecting data, Creswell (2013) divided into four techniques, namely as: complete participant, observer as participant, participant as observer and complete observer.

In conduct this research, researcher used complete observer technique where the researcher observe without participating. Therefore, the researcher observed the conversation in 'coronacast' podcast without being involved in that conversation. Due to getting those data, the researcher did several steps as follows:

1. The researcher found the podcast of Coronacast.
2. The researcher listened the podcast of Coronacast.
3. The researcher wrote down all the conversation of Coronacast into transcript.

4. The researcher identified the conversation of Coronacast based on the flouting maxim, and then the researcher highlighted the conversation that related to flouting maxim.

3.4. Method of Analysing Data

The researcher moves to another step, that is analysing data. In this study, the researcher applied pragmatics identity method. Sudaryanto (2015) added that pragmatics identity is a method used when the researcher determines the identity of linguistic units by utilising the outside aspect of linguistics. Thus, to identify that linguistics unit, the identity method is used in this research, where that linguistic unit and the effects found from the speakers' utterances.

The researcher applied this method since the research is concerned with the pragmatic indication occur in podcast 'Coronacast'. There were four paces involved in data analysis:

1. Understanding the data. The researcher has to comprehend the data that has intention from the utterances which related to the flouting maxim in the podcast that would be analysis.
2. Finding the utterance that match the flouting maxim in the podcast transcript, focus to the types and reasons of the flouting maxim only.
3. Classifying the data based on the types and also the reason of flouting maxim used in the conversation.
4. Concluding the data. The researcher must conclude the data why the utterance can be understand as flouting maxim.

3.5. Method of Presenting Research Result

After done with analysis, the next step is presenting the research result. According to Sudaryanto (2015), there are two methods of presenting the research result; they are informal and formal. The formal method means the researcher use symbol, table, diagram, and number in presenting the result. Whereas informal method refers to the method of presenting the result analysis by using words: it means the findings can be described by using words or sentences. In this research, the researcher presented the result analysis by using the informal method to present the analysed data. The result was presented by using words and sentences and to make the readers easily understand.