

**AN ANALYSIS OF MAXIM VIOLATION IN  
“ORPHAN BLACK” TV SERIES: PRAGMATICS  
APPROACH**

**THESIS**



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PUTERA BATAM UNIVERSITY  
2022**

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**Submitted in Partial Fulfillment of the Requirements for the Degree of  
Sarjana Sastra**



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I, Kartika Yulianti, NPM No. 171210055

Hereby declare that the term paper entitled:

### AN ANALYSIS OF MAXIM VIOLATION IN “ORPHAN BLACK” TV SERIES: PRAGMATICS APPROACH

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

Batam, January 27<sup>th</sup> 2022



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**By:  
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**The thesis has been approved to be submitted on the data as indicated below**

**Batam, January 27<sup>th</sup> 2022**



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## ABSTRAK

*Penelitian ini diharapkan dapat bermanfaat dalam percakapan sehari-hari, dengan memberikan penjelasan terkait pelanggaran maksim yang terjadi dalam percakapan. Selanjutnya, penelitian ini dilakukan untuk memberikan informasi rinci terkait dengan prinsip koperasi sehingga penelitian ini dapat digunakan sebagai referensi untuk penelitian yang akan datang. Dalam penelitian ini, peneliti menggunakan serial TV “Orphan Black” sebagai sumber data, penelitian ini berfokus pada jenis pelanggaran maksim dan makna tersirat (alasan) di balik pelanggaran tersebut. Teori prinsip koperasi dari Grice digunakan sebagai teori utama dalam analisis ini. Ini adalah penelitian deskriptif kualitatif, metode simak yang digunakan dalam pengumpulan data yang dikombinasikan dengan teknik bebas libat cakap. Data dikumpulkan dengan menonton pertunjukan yang diambil dari percakapan yang diucapkan oleh para karakter selama di dalam episode. Data dianalisis menggunakan metode padan dan dikombinasikan dengan teknik hubung banding menyamakan. Hasil penelitian ini ditampilkan dalam metode presentasi informal. Hasil dari Analisis ini menunjukkan bahwa maksim kualitas dan relasi merupakan maksim yang paling banyak dilanggar dalam serial TV “Orphan Black” season 1 dengan jumlah pelanggaran masing-masing sebanyak 16 kali, dan menyesatkan lawan bicara menjadi alasan paling banyak dilanggarnya maksim tersebut dengan total kemunculan 25 kali. Analisis ini menunjukkan bahwa maksim kualitas dan relasi merupakan maksim yang paling banyak dilanggar dalam serial TV “Orphan Black” season 1, dan menyesatkan lawan bicara menjadi alasan paling banyak dilanggarnya maksim tersebut.*

***Kata kunci:*** Orphan Black, pelanggaran maxim, prinsip koperasi

## **ABSTRACT**

This research is expected to be useful for the conversational activity, by giving the explanation related to maxim violation happened in conversation. Furthermore, this research is conducted in order to give detail information related to cooperative principle so that this research can be used as reference for the upcoming research. In this research, the researcher use Orphan Black TV Series for the data source, this research focuses on the types of maxim violation and the implied meaning behind the violation. The theory of cooperative principle by Grice is used as the main theory in this analysis. This is a descriptive qualitative research, the observation method used in collecting the data, which is combined with non-participatory technique. The data is collected by watching the show which is taken from the conversation uttered by the characters throughout the show. The data is analyzed by using pragmatic identity method and it is combined with pragmatic competence in equalizing technique. The result of this research is displayed in informal presentation method. The result of this analysis shows that the maxim of quality and relation are the most violated maxim in the first season of “Orphan Black” TV Series with the total of violation 16 times each, and misleading the interlocutor becomes the most reason in violating the maxim with 25 times of total appearances.

**Keywords:** cooperative principle, maxim violation, Orphan Black

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## CHAPTER I

### INTRODUCTION

#### 1.1. Background of Research

Communication is the way of people to interact each other. It is considered as one of important aspects in human's life. The aim is to receive and deliver information to one another. Through the process of communication, the speaker and their speech partner are required to be cooperative in exchanging the information, and there are rules invented to organize this regard.

In accordance with the aim of communication about cooperation, there is rule of cooperativeness in communication, called cooperative principle. It exists to make the contribution of speaker and the speech partner during conversation as is required, thus it occurs at the right place, related to the purpose of the talk that we are involved in (Grice, 1975). In addition to that, the existence of cooperative principle has a huge impact in the way people communicate with the expectation that communication will be effective in exchanging the information.

Aside from the explanation and the aim of Cooperative Principle in communication, Cooperative Principle itself is divided into four categories known as maxims, which are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner (Grice, 1975). Maxim of quantity exists to make sure that the amount of information delivered in communication is enough, not more nor less than needed. Maxim of quality exists to make sure the information delivered in communication is truthful and can be proven by evidence. Maxim of relation created to make sure the information delivered in communication is related with

the topic and the question. While maxim of manner was created in order to make the information delivered in communication is not ambiguous that can lead the speaker and the speech partner into two different ideas.

Related to the types of cooperative principle, In the practice of communication using language in daily activity, there are several reasons for speakers and their speech partners to break the principle such as avoiding to tell the truth, avoiding to give sufficient information to their speech partners, avoiding to be involved in a conversation, to provide the opposite information because the speakers are trying to protect the image of others, and other reasons. Those things can be done by violating the maxims. To violate maxims means fail to observe the maxims but in term of intentionally giving irrelevant information in order to mislead their speech partner.

One of the general examples of maxim violation can be found in an interview in Zach Sang Show YouTube channel entitled "*Avril Lavigne talks 'Head Above Water, Sk8er Boi, Billie Eilish & Upcoming Tour'*" in the minute of 00:26:20.

- Daniel : "Did you try writing?"  
 Avril : "Yeah, I mean I like, uh, I mean there was Goddess, it was like hard, to like write such a positive song. It was rare, let's just call to say that."  
 Daniel : "So that Goddess, was that written about a different person?"  
 Avril : "Oh my god, Oh my goddess! Um, yeah inspired by someone new."  
 Daniel : "Okay."  
 Zach : "Is that person still around?"  
 Avril : "**Oh my god!** I'm happy just like, um "doing me right now", just like focusing on my career and getting ready for this tour..."

The conversation above considered as the failure of observing maxim, the speaker was doing the act which considered as the violation of maxim relation. The speaker tried to give an irrelevant answer to the question in order to avoid the discussion, because the speaker did not want to be involved any further into the related topic. The speaker did so to indicate that she wanted to change the topic of the conversation.

Another phenomenon related with maxim violation in daily activity stated in the example of conversation between two women below:

Maya : “How much weight have you lost from the diet program?”  
 Sasil : “**Not sure, but I’m positive it helps a little. Why you asked?**”

The conversation above can be considered as the violation of maxim of manner. The hearer did not get the exact answer that she wants from the speaker, and the speaker on the other hand, refuses to answer the question, then the speaker added unimportant information to indicate that she does not want to reveal the exact number of it, because the speaker was not confident about the result of the diet program, but the speaker does not want the hearer to know the truth by giving the hearer unimportant information. Aside from this, there are also other acts toward cooperative principle.

There are some behaviors toward cooperative principle, the first is to observe the maxims, and it is the action to follow the maxims straight away, such as to give the right amount of information, telling the truth, giving relevant response, and avoiding ambiguity in delivering information. Aside from that, there is also the act of violating maxims, which indicates that the speaker fails to observe maxims but in term of intentionally giving irrelevant information in order



to mislead their speech partner. And there is also flouting maxim, to flout a maxim is to violate it and expecting the hearer to be aware of the violation. And there is also to opt out a maxim, which means refusing to take part in the conversation at all. Out of all behaviors towards cooperative principle, maxim violation will be the main focus that is going to be discussed.

Other phenomenon of maxim violation occurred at the beginning of The New Mutants (2020) movie, in the minute of 00:01:04 right after the prologue that carries the audience dive into the story.

Dani	: “What’s happening?”
Dani’s Father	: <b>“We have to run! As fast as we can!”</b>
Dani	: “Wait!”
Dani’s Father	: “Don’t let go of my hand!”
Dani	: “What’s happening?”
Dani’s Father	: “Here, hide here. I have to go help them.”
Dani	: “No. No. Dad, please. Don’t leave me alone.”
Dani’s Father	: “Dani, I have to go back. Stay here.”

In the conversation above, Dani is the hearer, and her father is the speaker. It is considered as the act of violating maxim of relation, the answer has no relation to the question asked by the hearer. During the chaos, the speaker tried to reach the hearer while the hearer is sleeping on the bed. At that moment, the hearer tried to ask the speaker what was going on, to gain the information of the current event. Instead of answering the hearer’s question, the speaker informs the hearer to hurry and follow him up. The speaker distracts the curiosity out of the hearer and changes it into an order to hurry up. In this case, the speaker does not want the hearer to focus on the chaos, but finding a safe place to shelter instead.

Other than daily activity, the behaviors related with cooperative principal is also often to happen in literary works which contain conversational activity

between the characters such as novels, short stories, dramas, and even movies and TV Series. Since TV Series is basically the act, which most likely contains interactions, it also has a lot of character and a wide story line, the possibility of activities related with cooperative principle is relatively high, and maxims violation is also included. The obvious sign of maxim violation is a lie. Other example of maxim violation can be found in in the first episode in season one of Orphan Black TV Series, in the minute of 00:21:55.

Collin : “Is it her?”  
 Felix : “**Yeah.**”  
 Collin : “Your sister, I’m very sorry.”  
 Felix : “Foster sister, but we were very close. You know, we spent all of our, um, formative years together.”  
 Collin : “Right.”

The conversation above contains the violation of maxim of quality. Collin is the speaker and Felix is the hearer. In the situation, the speaker asked if the hearer was ok, because the hearer just identified the dead body of a woman who jumped in front of a train, which the hearer know it just happen to be the person who is identical to his foster sister, but the hearer pretend that it was his sister. In this situation, the hearer pretend that it was his sister, because the hearer and his sister planned to fake the death, so his sister could stole the woman’s life and identity, since the jumper has a good house and settled life. So the hearer violate maxim of quality in order to mislead the speaker, by giving the information that is not true.

Some researches have done related with to the cooperative principles. Anggryani and Ghozali (2017) have done a research about maxim violation happened in movie. This research is using qualitative method, the researchers collecting the data from the dialogue occurred in the movie, with a total of 25

dialogues. The theory used in this research is cooperative principle by Grice. The result of this research was that there were several reasons of the main character in violating maxims, which were; to hide the truth, saving face, to avoid discussions, express the feeling, pleasing hearer, to avoid punishment, and to build someone's belief.

Purnomo (2017) did a research which is focusing on the reason behind maxims violation done by the character through the conversation. The researcher was using qualitative method in collecting the data, taken from the script of the movie. As the result of this research, the researcher found that there were four types of violations done by the main character, means that all the maxims were violated. And the researcher also conclude that there were several reasons why the characters violated maxims, seven to be exact; saving face, protracting the answer, avoiding discussion, pleasing their interlocutors, being polite, misleading the counterparts and to communicating their self-interest.

Based on the phenomena explained above encourage the researcher to conduct a research related to cooperative principle theory by Paul Grice, more specifically one of the failures to observe the maxims, known as maxim violation. The reason is because it is a very common phenomenon to find in daily activity, the small thing that people might unaware of, but it has a high intensity to happen. The theory applied into the conversations occurred along the show through the utterances. The show which becomes the data source of this analysis entitled Orphan Black TV Series. It leads the researcher to name this research as "An Analysis of Maxim Violation in Orphan Black TV Series: Pragmatics Approach".

**1.2. Identification of the Problem**

1. The failure to observe maxim in daily communication
2. The failure to observe types of maxim violation in daily communication
3. The failure to observe the reasons behind maxim violation in daily communication
4. The types of maxims violations happened in “Orphan Black” TV Series.
5. The reasons behind maxims violations in “Orphan Black” TV Series.

**1.3. Limitation of the Problem**

1. The types of maxims violations happened in “Orphan Black” TV Series.
2. The reasons behind maxims violations in “Orphan Black” TV Series.

**1.4. Formulation of the Problem**

1. What are the types of maxims violations happened in “Orphan Black” TV Series?
2. What are the reasons behind maxims violations in “Orphan Black” TV Series?

**1.5. Objectives of the Research**

1. To classify and determine the types of maxims violations happened in “Orphan Black” TV Series.
2. To explain the reasons behind maxims violations in “Orphan Black” TV Series.

## **1.6. Significance of the Research**

### **1.6.1. Theoretical significance**

Theoretically, some purposes of this research are to give information related to cooperative principle, more specifically maxims violation. This research is also made with the purpose to develop knowledge about how to apply the cooperative principle in daily conversation with the applied theory. On the other hand, hopefully it can be used as a reference or comparison for the upcoming research.

### **1.6.2. Practical significance**

Practically, through the explanation and its applied theory, this research expected to be useful during conversational activity. The readers are expected to be aware and able to classify what type of maxims violation they develop during conversation, and aware of the reason behind the violation.

## **1.7. Definition of Key Terms**

**Pragmatics** : The study of language aspects that required reference to the users of the language then led to a very natural, further restriction of the term in analytical philosophy (Levinson, 1983).

**Cooperative Principle** : Rules to make our contribution during conversation as is required, so it occurs at the right place, related to the purpose of the talk that we are involved in (Yule, 1996).

**Maxims Violation** : Fail to observe the maxims but in term of intentionally giving irrelevant information in order to mislead their speech partner (Birner, 2013).

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK**

This chapter discusses about several theories that is going to be used in analyzing the data. Started by pragmatics and continued with the branches about the related theory that is applied in the analysis including cooperative principles, it's classification and also the actions related to it.

#### **2.1. Pragmatics**

Pragmatics is the study of language aspects that required relation to the language users then led to a very natural communication which happens naturally when the speakers are communicating directly using their own bodies without being affected by technology and any tools, further restriction of the term in analytical philosophy (Levinson, 1983). It also considered as the study of language to find the implied meaning of the language related with the context in which the language is used. Yule (2015) agreed that pragmatics does not only understand the meaning of words, but also the knowing the meaning of the speaker while stating the utterance.

Pragmatics is needed in order to find the hidden meaning of utterance. In the conversations, there are often to happen where the speakers say something that is

not exactly what it is. They are often to use metaphor, the word that is having a certain meaning but contextually can lead to other interpretations. In order to translate those implied meaning, the hearer needs to figure out the contextual meaning of certain words in conversation to minimize misunderstanding during communication takes place.

In pragmatics, there are several branches of study, such as reference, presupposition, speech acts, cooperative principle, etc. Out of several branches in pragmatics, this research is going to be focusing to one, which is cooperative principle. Because the research is focusing on the types of Cooperative Principle and the act of the speakers towards the principle. The analysis continues by finding out the reasons behind the act done by the speaker. Since pragmatics is known as the study of language and its implied meaning, it can be applied in analyzing Cooperative Principle and the reasons behind the action.

### **2.1.1. Cooperative Principle**

Cooperative principle is the rules to form the conversational contribution as is required, so it occurs at the proper place, related to the purpose of the talk that we are involved in (Grice, 1975). Cooperative Principle is important in communication because the function of it is to avoid misunderstanding during interaction. This principle is derived into four points which considered as maxim; namely maxim of quantity to rule about the amount of information, maxim of quality to rule the validity of the information, maxim of relation to rule the



relevancy of the information, and maxim of manner to rule the accuracy of the information.

Aside from the four types Cooperative Principle, there are also some actions towards Cooperative Principle. Grice (1975) stated that there are four actions towards Cooperative Principle, which are to observe the maxim means that to follow obey the maxim, to violate a maxim means that not observing a maxim with the intention of misleading the interlocutor, to flout a maxim means that not observing a maxim with the intention that the interlocutor is aware of it, and to opt out a maxim means that refusing to be involved at all. But there are also other actions towards Cooperative Principle which are infringing means that the speaker is fail to observe the maxim because the lack of knowledge, and suspending a maxim which means in certain situation there is no expectation that the maxim will be observed yet the non-observant action will not generate any implicatures (Thomas, 2013).

From the explanation in the previous paragraph, it is clear that maxim is divided into two. Namely observance and non-observance maxim. Observance maxim is when the speaker follows the rule of conversational maxim. While non-observance maxim is when the speaker does not following the rules of conversational maxim. Furthermore, it is better to get to know more about each of the Cooperative Principle's partition.

**a. Maxim of Quantity**

Maxim of quantity is the rule that makes the contribution of speakers as informative as possible (Grice, 1975). The speakers are expected to provide the sufficient information. By sufficient information, it means that the speaker expected to give the information related with the question, only give the information that is needed, it should not be more or less. It means that when someone is asking the name, the partner should only give name as the answer. One of the utterances is as displayed below.

Q : “Do you have any bank accounts in Swiss banks, Mr. Bronston?”  
 A : “**No, sir**” (Birner, 2013).

On the conversation above, “A” as the speaker delivered the right amount of information based on the question asked by the hearer “Q”. The speaker was being effective in communication by only giving the information that is needed, there was no additional information contained on the speaker’s utterance. It means that the speaker in the conversation above is observing the maxim of quantity.

**b. Maxim of Quality**

Maxim of quality is the rule that creates the contribution of the speaker has to be true (Grice, 1975). The speakers need to provide the correct information, associated with the truth and facts. The speakers need to give the information that can be proven by real evidence. In this maxim, the speakers are not allowed to say anything that they believe is wrong. It means that when they are giving the information that is lack of evidence or doubtful information, it is considered as a non-observant maxim. One of the utterances is as displayed below.

A: "I'll ring you tomorrow afternoon then."

B: "Erm, I shall be there **as far as I know**, and in the meantime have a word with Mum and Dad if they're free. Right, bye bye then sweetheart." (Cutting, 2002).

On the conversation above, "B" as the speaker uttered the words "as far as I know" which indicate the term of uncertainty, but it cannot be considered as a lie, since the hearer "B" know that he information is uncertain, but the speaker did not lie about it. It shows that the speaker is being honest about the utterance. The speaker was not sure about the information.

### c. Maxim of Relation

In maxim of relation, the speakers are expected to provide only relevant information. Speakers need to make sure that their responses are related with the question or command from their speech partner. Because effective conversation consists of the relation of question and answer. One of the utterances is as displayed below.

A: "There's somebody at the door."

B: "**I'm in the bath.**" (Cutting, 2002).

In the conversation above, the speaker "B" is hoping the hearer "A" to understand the relation in the utterance, it has relation to the fact that the speaker is not at the right place to check into the door, because the speaker was in the bath, and hoping that the hearer would understand and go check on the door instead. If we look into the conversation directly, it seems to be unrelated. But we look into the context of the conversation, it was understandable that there was an implied meaning behind that conversation.

**d. Maxim of Manner**

In maxim of manner, the speakers are expected to provide unambiguous information. The information that the speakers deliver must be clear and does not contain multiple meaning. It is necessary to make sure that there is no double translation into the same sentence. One of the utterances is as displayed below.

Thank you Chairman. Jus - **just to clarify one point**. There is a meeting of the Police Committee on Monday and there is an item on their budget for the provision of their camera (Cutting, 2002).

The utterance above is the act of observing maxim of manner, since the speaker was trying to highlight the point of the utterance to minimize ambiguity.

**2.1.2. Maxim Violation**

Due to communication used in daily interactions, it is impossible for us to follow the term of cooperative principle all the time. At some point, speakers will experience the situation where it is needed to put aside the principle in conversation. One of the actions where the speaker fails to observe the maxim is considered as maxim violation. To violate a maxim is Fail to observe the maxims but in term of intentionally giving irrelevant information in order to mislead their speech partner (Birner, 2013).

**a. Violation of Maxim Quantity**

When someone is violating maxim of quantity, means that they are not giving enough information, the speaker tend to give the information less than enough to leave the hearer questioning about the exact thing that is going on. This

can also be conceived as the speaker is being so economical with the truth (Cutting, 2002). The speaker only gives the information that is needed and necessary. One of the utterances is as follows.

- A : “Does your dog bite?”  
 B : “**No.**”  
 A : “(Bends down to stroke it and gets bitten) Ow! You said your dog doesn't bite!”  
 B : “That isn't my dog.” (Cutting, 2002).

On the conversation above, “B” as the speaker did not give enough information to the hearer related to the dog that was being talked about in the conversation. The hearer “A” assumed that the dog near the speaker is the speaker’s belonging. It was considered as the violation of maxim quantity because the statement of the speaker not enough and led to the misunderstanding during the conversation.

#### **b. Violation of Maxim Quality**

When the speaker is violating maxim of quality, means that the speaker does not provide the right information. The speaker happen to be intentionally giving the hearer wrong information, it is happen because the speaker does not want the hearer to get the correct information, so the speaker is being insincere by lying (Cutting, 2002). Following is the utterance of maxim of quality.

- Husband: “How much did that new dress cost, darling?”  
 Wife : “**Thirty-five pounds.**” (Cutting, 2002).

The conversation above is the form of maxim violation. The speaker did not provide the correct answer regarding to the price of the dress. Contextually, the wife did not want her husband to know the right cost to her dress because it was

too pricy. Because of that, she tried to manipulate her husband by giving irrelevant information.

**c. Violation of Maxim of Relation**

The speaker can be considered violating the maxim of relation when they are trying to change the subject of the conversation with the intention of distracting their speech partner (Cutting, 2002). It normally occurred at the situation where the speaker is uncomfortable about the topic of the conversation or hiding something related to the topic, to avoid the speakers to get involved any further into the topic of the conversation. One of the utterances is provided below.

Husband	:	“How much did that new dress cost, darling?”
Wife	:	“ <b>I know, let’s go out tonight. Now, where would you like to go?.</b> ” (Cutting, 2002).

In the conversation above, the speaker tried to distract the hearer and changing the topic by providing the information that has no relation with the question asked by the hearer. The act considered as the violation of maxim relation. Because the speaker tried to hide the truth and mislead her husband by avoiding the question and drive the conversation into another topic.

**d. Violation of Maxim of Manner**

Lastly, the speaker considered as violating maxim of manner if they provide all of the unnecessary information but none of it is related with the information that the hearer wants to know (Cutting, 2002). It considered as giving too much

information that has no relation with the question that is being asked. One of the utterances is shown below.

Husband : “How much did that ne dress cost, darling?”  
 Wife : “**A tiny fraction of my salary, though probably a bigger fraction of the salary of the woman that sold it to me.**” (Cutting, 2002).

On the conversation above, the speaker provides too much information and all of that did not seem to be related to the question, and the hearer’s question remains unanswered. The act was considered as the violation of maxim of manner, because there was a tendency of the wife to hide the truth and instead of revealing the price of her dress, she was giving the ambiguous information.

### **2.1.3. The Reasons of Violating Maxim**

Violating maxim is breaking the rules of conversation called cooperative principle, and considered as an irrelevance action. This type of act is always being supported by motives or reasons. There are some reasons behind maxims violation happened during conversation according to Khosravizadeh & Sadehvandi (2011);

#### **a. Misleading the Counterparts**

As stated by Grice (1975), the aim of maxim violation is to mislead the hearer. The speaker is providing the wrong information, and telling something that is untrue with the assumption that the hearer will not recognize the difference.

#### **b. Saving Face**

Goffman (1967) stated that in certain circumstances during conversational activity, speaker would avoid some of the facts or even topic in the conversation in order to protect other’s face. The speaker would try to use convoluted words,

produce statements that contain ambiguity, and lie so that the speech partner will not be embarrassed or feeling uncomfortable.

**c. Communicating self-interest**

To communicate self-interest in this term, the speaker chooses to talk about their interest rather than talking about the topic of conversation. So they are violating the maxim in order to guide the conversation into the other direction.

**d. Protracting the Answer**

The next action that can be the reason of violating maxim is to protract the answer. According to Brown & Yule (1983), protracting the answer means giving too much information to the hearer, that it has a risk of making the hearer bored.

**e. Avoiding the Discussion**

Khosravizadeh and Sadehvandi (2011) stated that one of the reasons of maxim violation is to avoid the discussion. It happens when the topic of conversation is unpleasant so that the speech partner needs to violate maxim as the irrelevant respond of the topic.

**f. Pleasing the Interlocutors**

The next reason of violating maxim is to please the interlocutors. Pleasing interlocutor is related to the negative face threatening acts. It is being threatened when the individual does not avoid or intended to avoid the freedom of interlocutor's action. This act portrays that the speaker is giving in to the listener's power.



## 2.2. Previous Research

Several researches have been done related with cooperative principle, especially about maxim violation. Wati and Zahra (2020) investigated about the violation of cooperative principle happened throughout *Sapa Indonesia Malam* show. The researcher used cooperative principle by Grice as the theory of the research. The data was taken from the utterances from the conversation happened in the show. The result of this research shows that Maxim of relation is the most violated maxim in this show, followed by the violation of maxim quality and maxim of quantity, and maxim of manner becomes the least violation occurred throughout the show.

Putri and Apsari (2020) investigated about the violation of cooperative principle happened in *Bad Genius* movie. The researchers used cooperative principle as the theory of the research, which proposed by Grice. The data was taken from the dialogue in the movie. And the result of this research shows that all of the maxims are being violated in this movie.

Andy and Ambalegin (2019) have done a research related with the violation of maxim occurred in *Night at the Museum* Movie. Grice's theory of cooperative principle is applied in this analysis. As the result of the analysis, all types of maxim violation happened in the *Night at the Museum* movie, with maxim of manner and maxim of quantity as the most dominant violation happened in the movie.

Wahyunianto, Djatmika and Purnanto (2020) analyzed about the violation of cooperative principle done by children with autism. The researcher used

Grice's cooperative principle as the theory of the research. The data was taken from the utterances from the conversation. The result of this research shows that Maxim of relevance was the most violated maxim done by the children with autism.

Sulviana (2020) investigated about maxim violation happen during EFL classroom of English Education of FKIP of University Islam Makassar. The theory used in this research is Grice's theory of cooperative principle. The data was taken directly in the classroom, collected by recording the conversation. After the data was taken and being analyzed, the result shows that the students are violating all the types of maxim violation.

Arofah and Mubarok (2021) analyzed violation and flouting maxim within the interaction of teacher-student in English teaching and learning process. This research used cooperative principles theory. The data were collected through the observation and analyzed by the technique proposed by Miles and Huberman which consists of data reduction, data display, and drawing conclusion or data verification. The result shows that there are four types of maxim violated by the students and the teacher during the class. Maxim of quality becomes the most dominant to be violated during the interaction in the class. Between violation and flouting maxim, violation is more dominant in this research.

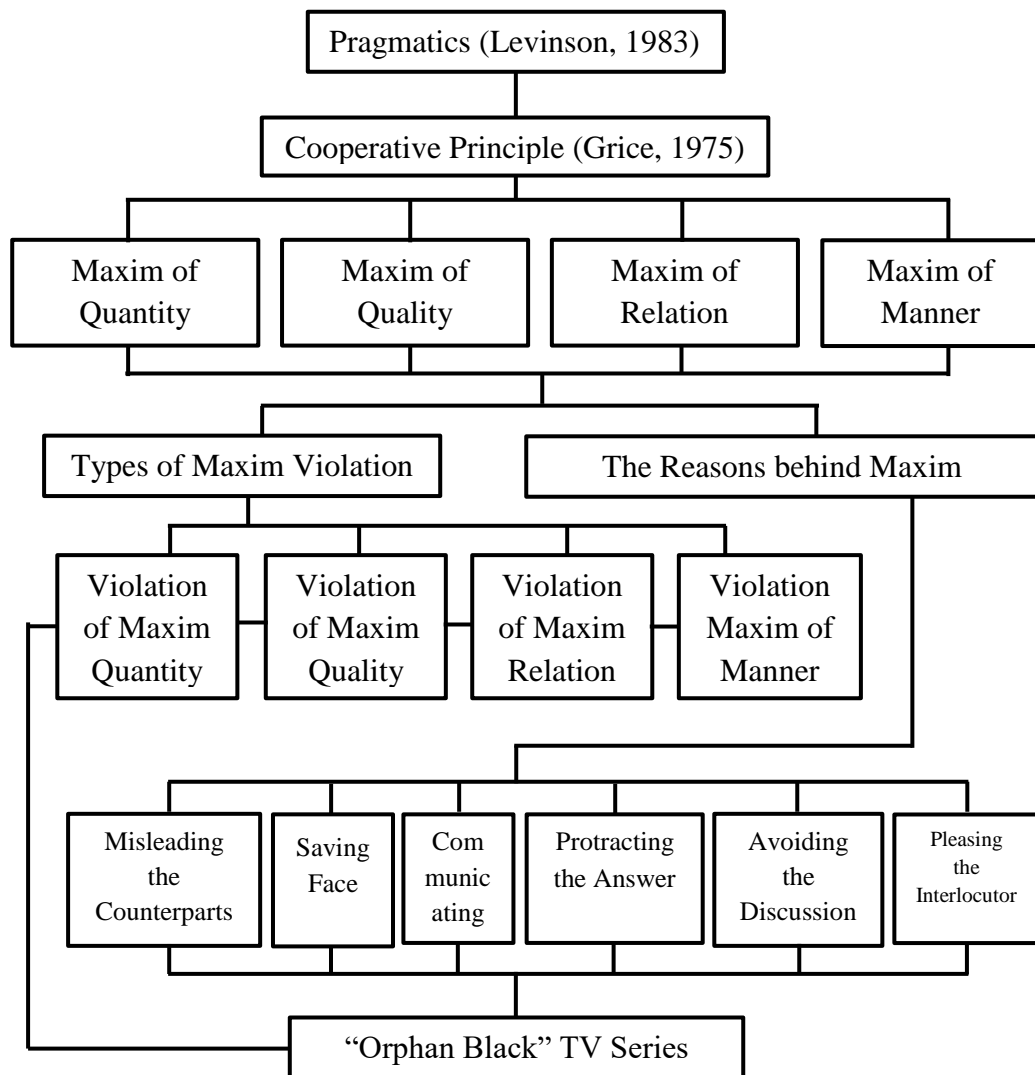
Finally, Febriyani and Rachmijati (2021) investigated about the violation of cooperative principle happened in Jurnalrisa's vlog entitled *TanyaRisa #11 – Special Peter CS*. The researcher used Grice's cooperative principle as the theory of the research. The data was taken from the conversation happened in the video.

The result of this research shows that there were three maxims violated in the video, excluding maxim of quality. And maxim of quantity was the most maxim that was being violated in this video.

All of the previous research applied the cooperative principle by Grice (1975). Some of the differences between the previous studies mentioned above are in the data source and the method of collecting the data. While the difference with this research in the data source used by the researcher, where the data source has never been used in the same analysis object related to the maxim violation.

### **2.3. Theoretical Framework**

The primary data source for this analysis is “Orphan Black” TV Series. After watching the series, the researcher found the phenomena which are related to the pragmatic approach, and are under the theory of cooperative principle by Grice (1975), which described it as the rule of conversation that is invented in order to keep the conversation going as expected. It also explained that cooperative principle is divided into four maxims which have different function for each. Related with maxims, there are several actions that could affect it, and maxim violation is one of them.



**Figure 2.1 Theoretical Framework**

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter is focusing on the base of the analysis including the research design, the object of the research, and also the methods that is used during the analysis. This chapter is also containing the information about the steps of each process, starting from collecting the data to analyzing it.

#### **3.1. Research Design**

This research is a descriptive qualitative research, because this research analyzes about phenomena that happen in daily conversation. As Creswell (2012) mentioned that the use of qualitative method are to analyze something related to social problem and things that are formed with words, and also case study which is related to phenomena that happens in daily conversation.

The phenomena in this research related to a common thing that happened in conversation. After the phenomena are being analyzed, the result is presented descriptively. The theory of cooperative principle which proposed by Grice is the main theory used in this analysis, and it is used in analyzing maxim violation occurs throughout the episodes in “Orphan Black” TV Series.

#### **3.2. Object of the Research**

This research is focused on the types of maxim violation occur in the show and the reason behind the violation. As the conversation in the TV Series, utterances of the characters in each episode contain maxim violations with

different reason behind the violation. That is why the researcher chooses Orphan Black TV Series to be used as data source in this analysis. This series was running since 2013. The total of seasons for this series is 5, and each season has 10 episodes, therefore the total of the episode are 50. With so many episodes in this series, the purposive sampling is applied in this analysis in order to limit the data collection. Purposive sampling referred to the data collection that is related to the knowledge of the researcher related to the representative group, this sampling method based on the judgment of certain sample in population to fulfill the needs (Gay et al., 2012). The researcher decided to only take the episodes from the first season because it is full of the uncover things and the problem in the first season is focusing on the reveal of the characters that is supposed to be high level secret, with that being said, the frequency of the violation towards cooperative principle is going to appear more often.

### **3.3. Method of Collecting Data**

Sudaryanto (2015) stated that there are two ways of collecting the data, which are observation and interview method. The observation method can be used as the method in analyzing the language use. While the interview method can be used when there is interview happen during data collection. Therefore, in this research, the observation method is used as the way of collecting the data, because this research is observing the conversation throughout Orphan Black episodes which contains the violation of maxims.

The technique that is used in this analysis is a non-participatory technique by Sudaryanto (2015) because the maxim violations found in the episodes are

taken by observing the data and not collecting it directly on the field. In the process of collecting the data, they were divided into three steps. First, watching the show that has been chosen as the data source. The second step is giving mark on the conversation contains maxim violation. The last step is determining the types and the reason.

### **3.4. Method of Analyzing Data**

The data that has been collected using observation method, then it was analyzed by using pragmatic identity method. Sudaryanto (2015) stated that pragmatic identity method is the method used to analyze the data that is produced by interaction with the speech partner. Pragmatic identity method can be used when there are two or more people involved in a conversation. The technique used to analyze the data in this analysis is competence in equalizing because in analyzing the data, the researcher is equalizing the types in the conversation to the applied theory.

The process of analyzing the data was divided into four steps. First, the researcher interpreted the data found related to the violation of maxims happen in the show. The second step is to classify which violation happened. The third step, the researcher analyzed the violation related to the type of violation and the hidden meaning behind the violation according to the contextual event. In the last step, the researcher made a discussion about the data based on the types and the implied meaning of the violation.

### **3.5. Method of Presenting Research Result**

After analyzing the data, the researcher needs to present the result of the analysis. There are two methods in presenting the result of analysis, which are formal and informal presentation method. Sudaryanto (2015) explained that the formal method is presenting the data using symbols, numbers, and table. While informal method is the way of presenting the data using words, phrases, and sentences. In this research the researcher used informal method in presenting analysis result.