

**AN ANALYSIS OF VIOLATING MAXIMS IN THE
TONIGHT SHOW TALKSHOW STARRING JIMMY
FALLON: PRAGMATICS APPROACH**

THESIS



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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
2020**

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**Submitted in Partial Fulfillment of the Requirements for the Degree of
Sarjana Sastra (S1)**



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2020**

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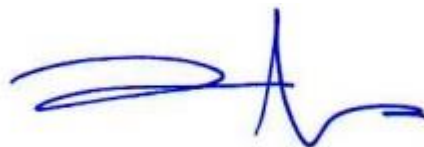
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ABSTRAK

Untuk melakukan komunikasi yang baik ada 4 prinsip yang dapat dicapai melalui koneksi yang baik antara pendengar dan pembicara (Grice, 1975). Beberapa orang melakukan pelanggaran maksim dan setiap pelanggaran maksim ada alasan di baliknya. Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis pelanggaran maksim dan mencari tahu alasan para bintang tamu melanggar maksim dalam Tonight Show yang dibintangi oleh Jimmy Fallon. Peneliti menggunakan teori Grice (1975) yaitu prinsip kerja sama dalam menganalisis jenis-jenis pelanggaran maksim dalam talkshow. Selain dalam menemukan jenis-jenis pelanggaran maksim, menemukan alasan pelanggaran maksim juga menjadi tujuan peneliti melakukan penelitian. Peneliti menggunakan teori Christoffersen (2005) dalam meneliti alasan dibalik bintang tamu melakukan pelanggaran maksim. Penelitian ini menggunakan deskriptif kualitatif dengan analisis identitas pragmatis. Hasil penelitian menunjukkan bahwa ada tiga jenis pelanggaran maksim yang dilakukan oleh para tamu dalam menjawab pertanyaan disebuah acara Tonight Show yang dibintangi oleh Jimmy Fallon: 12 data yang dikategorikan melanggar maksim kuantitas, 11 data dikategorikan sebagai pelanggaran maksim relaevansi dan terdapat 2 data yang dikategorikan sebagai maksim pelaksanaan hubungan. Tidak ada pelanggaran maksim yang melanggar maksim kualitas. Yang kedua adalah alasan mengapa para bintang tamu dalam talkshow melanggar maksim terdapat 8 data dikategorikan sebagai menyembunyikan kebenaran, 4 data dikategorikan sebagai menyelamatkan muka, 9 data dikategorikan memuaskan pendengar, 2 data dikategorikan sebagai menghindari untuk menyakiti pendengar dan 1 data untuk menghibur pendengar dan membangun kepercayaan seseorang. Mengenai jenis-jenis maksim, maksim relasi adala maksim yang sebagian besar dilakukan oleh para tamu dalam talkshow dan maksim yang jarang dilanggar oleh para tamu adalah maksim pelaksana hubungan. Dalam hal alasan, memuaskan pendengar adalah alasan terbanyak yang menyebabkan para tamu melanggar maksim.

Kata kunci: Pragmatics, Tonight Show, Violating Maxims

ABSTRACT

In order to do a good communication by Grice (1975) there are 4 maxims that can achieve a good connection between the hearer and speaker. Aside from that some of people did a violating maxim and there is a reason behind it. This research aims to identify the types of violation of maxims and find out the reasons why the guests violates the maxim in the Tonight Show Starring Jimmy Fallon. The researcher used (Grice, 1975) of cooperative principle in analyzing the types of violation of maxims in the talkshow. While in finding the reasons of doingg violation of maxim, the researcher used Christoffersen's theory (2005). This research applied descriptive qualitative with pragmatic identity analysis. The results of the research show that there are three types of violation of maxims are performed by guests in answering the question in Tonight Show starring Jimmy Fallon: 12 data categorized as violating maxim of quantity, 11 data categorized as voilating maxim of relation and 2 data categorized as violating maxim of manner. There is no violating maxim of quality. The second is reasons why the guests in the talkshow violate the maxims: 8 data categorized as hide the truth, 4 data categorized as save face, 9 data categorized as satisfying the hearer, 2 data categorized as avoiding to hurt the hearer and 1 data for cheer the hearer and building one's belief. Regard to the types of maxim, the maxim of relation is mostly performed by the guests in the talkshow and the maxim which is rarely violated by the guests is the maxim of manner. In term of reason, satisfying the hearer is the most reason that leads the guests to violate the maxims.

Keywords: Pragmatics, Tonight Show, Violating Maxims

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

The aims of utterances in language are not only giving and receiving information but also proof the presence of a human in the environment. As it is known language and human cannot be separated. Language and humans are related to one another, human as a media to express a language through an utterance. As social beings, humans need language to convey the idea to communicate well and connect with people. People convey the idea and a meaning should present the words in an efficient and simple way wherewith to make a well communication and easy to be understood. In every stage of life people need language as a media of learning and communicating to other especially in society life.

In society, misunderstanding occurs when delivering and conveying the purpose of the speaker. The intended meaning of the speaker cannot deliver well if the hearer does not get the meaning of the word and also the speaker hide something from the hearer. Hearer also did not answer the question from the hearer straight to the point and the speaker confused. Here are the examples of the phenomena found on YouTube, the phenomena were taken on the interview President Joko Widodo. Below are two phenomena.

Bloomberg: “Let’s begin with two sets of protest that are happening now, one is in Hong Kong, are you on the side of the protesters or are you on the side of the police and the Chinese government?”

Joko Widodo: **“Indonesia is a democracy so protests are normal in democracy protests or demonstrations are guaranteed by the Constitution. People can express their opinion about laws about policies, there is no problem.”** (Bloomberg Markets and Finance, at minute 2.39)

The dialog has existed in the “A conversation with President Joko Widodo” Published on October 18, 2019. This conversation was taken on Bloomberg Markets and Finance. On that conversation, President Joko Widodo decided to answer the question from the host but he didn’t answer the question based on what the host wants to hear. The host asks where the side that President chose, the presidents' answer is beyond the expectation of the host. He answered the question by saying that in Indonesia protests are legally. Indonesian citizens were allowed protest the constitution. President decided to not answer the question directly, tries to hide the answer by not giving the answer that the host wants. Another phenomena were taken from the same sources.

Bloomberg : “Many investors are watching closely about particularly Sri Mulyani Indrawati, can you guarantee she will be in your cabinet?”

Joko Widodo: **“Well just wait on October 20 there will be a presidential inauguration, the day after that there will be inauguration of ministers and we will introduce them Sri Mulyani I will tell you now I guarantee she will be in the cabinet.”** (Bloomberg Markets and Finance, at minute 6.56)

The dialog has existed in the “A conversation with President Joko Widodo” Published on October 18, 2019. This conversation was taken on Bloomberg Markets and Finance. On that conversation, the president tried to answer the question, but the president answers the question not straight to the question. The host asked about joining Sri Mulyani in his new cabinet but the answer did not as what the host expected. Motivation of the president to answer

the question is to hide the fact and also to take the implicit meaning that this is not the time to declare which position that Sri Mulyani occupies.

Speaker and hearer occasionally did not cooperate when speaking to others because sometimes context and background knowledge has a lot of influence. As the phenomena mentioned before, can be seen that President Joko Widodo did not answer the question, the president answered the question evasively. President Jokowi didn't answer the question is not because didn't know the intention of the question but there is something in the answer that cannot be published. This kind of phenomenon called violating maxims. This violating may lead to misunderstanding. In this violating maxim, the hearer tried to answer the speaker but not directly the answer that the speaker wants (Grice as cited in Yule, 2014). This kind of conversation not only occurs in daily conversation but also in entertainment media. In entertainment media such as talkshow and movie are also exist a lot of conversation did not cooperate between the speaker and the hearer.

In the talkshow, there are lots of conversations between the host with the other guests. The host of this talkshow named Jimmy Fallon. In this talkshow tells about a conversation between the host and other guests to talk about something or to promote about the works that the guest has been done. As in the talkshow has a lot of conversations and utterances that consist of violating maxims. As the talkshow has a lot of violating maxims, some of the utterances were taken as the phenomena found in the talkshow which is as an object of the data for this research.

Host: Here we go, first question. Did you and Jennifer Lopez recently go on a double date with Prince Harry and Meghan Markle? And if so, who paid?

Guest: (laughter). **I signed NDA**

Host: Oh, my God

So that means you did

Guest: Non disclosure

Host: I'll take that as you did.

Okay.

Guest: (Laughter)

This conversation between Jimmy Fallon as a host and Alexander Rodriguez as a guest which were taken from Tonight Show Talkshow Staring by Jimmy Fallon In here clearly seen that Alexander Rodriguez as guest violate a maxim of relation. Violating maxim of relation because the answer from Alexander Rodriguez as a guest is didn't have a relation to the question from Jimmy Fallon as a host. In here the host ask about the activity that Alexander Rodriguez did but the answer is not related to the question. As Grice (1975) said that maxim of relation is between the answer and the question should be relevant each other. This is why this data categorized as a violating of maxim relation.

In doing violating maxim, the hearer or the person that answer the question has a reason to do a violating maxims. As based to Christoffersen (2005) there are 8 reason why people doing violating maxims. Hide the truth is one of the reason related to this data. As data showed, the answer from the hearer is I signed NDA. NDA means Non Disclosure Agreement means agreement between two parties that cannot share about information or anything outside two parties, in here two parties are Alexander Rodriguez with Prince Harry. As the hearer told to the host about NDA and didn't want to share any information to others and it categorized as hide the truth.

that Another phenomenon was taken in the same object of the data.

Host: Next question, is it true that you and Jennifer Lopez will have a choreographed?

Guest: (laugh) **NDA**. When I get home tonight- I can't talk about the wedding. I want to be able to get home.

Host: yeah, exactly, alright, good, good.

Here is one of the conversations which were taken in the talkshow named Tonight Show Starring by Jimmy Fallon, this conversation happened between Jimmy Fallon as a Host and Alexander Rodriguez as a guest. This data categorized as a violating maxim of relation. This data showed that Alexander Rodriguez as a guest didn't cooperate the maxim of relation (Grice, 1975). As Grice (1975) stated that maxim of relation is the relation between the answer and the question from the hearer to the speaker. The data shown that there is no relation between the answer and the question.

Aside from the type of violating maxim of relation. This data also shown that there is a reason why Alexander Rodriguez as the hearer doing violating maxim. As Christoffersen (2005) said there are 8 reason why people doing violating maxims. one of the reason is to hide the truth. As the data mentioned above that the guest didn't answer the question, the guest talked about NDA means Non Disclosure Agreement means agreement between two parties that cannot share about information or anything outside two parties, in here two parties are Alexander Rodriguez with Jennifer Lopez. As the hearer told to the host about NDA and didn't want to share any information to others and it categorized as hide the truth. As this interview happened Jennifer Lopez and Alexander Rodriguez not married yet.

Based on the phenomena above, those data categorized as a cooperative principles subdivision violating maxims. Maxims is one of the studies in pragmatics. Pragmatics is the study of the meaning that dealing with the context, Pragmatics usually point about the social language skills that commonly use in habitual interactions with people in society. Pragmatics includes what people talk about, how people talk, and what body language means and in case if it is convenient for the given situation.

Pragmatic capacities are crucial for delivering on our personal thinking, ideas and feelings. Children and adults with pragmatic deficiencies capability often gets a misunderstanding other's communicative intention and has difficulty responding appropriately on verbally or on non-verbally. (Mugheri, Ayaz, & Qureshi, 2018) the context has to be set up by the speaker and the listener to avoid misunderstanding of what they communicate to each other. By looking at the statement can be concluded that the context help among the speaker and listener to comprehend and understand about the conversation to make every conversation or utterances goes smoothly and can easily understand by listener. Conversational contribution is the rules that requires at the stage on direction of the talk exchange in which are engaged.

Looking at the violating maxim itself, it is one of the parts of cooperative principles. In cooperative principles there are violating and flouting maxims. Violating maxims consisted of 4 types; maxim of quantity, maxim of quality, maxim of manner and maxim of relation (Grice as cited in Yule, 2014). As this topic is something that is always done in daily conversation many writers also

take this cooperative principle as their topic. The first is Tajabadi, Dowlatabadi, & Mehri (2014). In this reference, Persian speakers in the Iranian Dispute Settlement Council frequently flouted Grice's cooperative maxims. This journal investigated about oral arguments and the intention of this journal was to find out what more frequently that obeyed and also what maxims are more frequently violated by Persian speakers engaged in oral disputes in Iranian Dispute Settlement Council. The result of the journal found that there were the two maxims more frequently violated during the disputes. The maxims that flouted by Persian speakers were maxims quantity and relevance and additionally, maxim of quality and manner were the ones most followed.

This research conducting by the researcher named Kayed, Hana, & Allah (2015) as the reference. The aim of this doing this research is to find out the violation of Grice's maxims in cartoons selected from two Jordanian newspapers: Al Distour and Al-Ghad. By investigated the researcher found that the journal identifying the types of maxims aside from the types of maxims this journal also investiagetd about the implied meaning behind violation of these maxims. Even there are many writers already discuss this topic, this topic is still important to discuss and as every person almost has a conversation need to aware about the misunderstanding that came up while speaking this is made the researcher interested to conduct this research to find more about the types and also the reasons of the speaker to violate the maxims as well as known that this topic also found easily in daily life conversation and also many people still did not realize that every conversation that made in daily life mostly can be considered as a

violating maxims. Aside from that reason, the object of this topic has a lot of conversation that can be analyzed in the talkshow with the reason of doing violating maxim in the conversations. Based on the phenomena that have been mentioned above lead the researcher to conduct research violating maxim proposed by Grice on the Talkshow entitled *An Analysis of Violating Maxim in The Tonight Show Talkshow Starring Jimmy Fallon: Pragmatic Approach*.

1.2 Identification of the Problem

Based on the background of the research above, the identification of the problem in this research are as the following;

1. The use and existence of language as a general discussion in daily conversation
2. Misunderstanding happens between speaker and hearer while speaking in a conversation.
3. Existence of violating maxim in conversation
4. Types of maxims in that makes the conversation going well.
5. Types of violating maxim that occur in a conversation that makes a misunderstanding between the hearer and speaker.
6. Types violating of maxim that occur in a conversation “Tonight Show Talkshow Starring Jimmy Fallon” that makes a misunderstanding between the host and the guests.
7. The reasons of the speaker who violated the maxim that use in conversation “Tonight Show Talkshow Starring Jimmy Fallon”.

1.3 Limitation of the Problem

Based on the identification of the problem above, the limitation of the problem in the research are:

1. Types violating of maxim that occur in a conversation “Tonight Show Talkshow Starring Jimmy Fallon”.
2. The reasons of the speaker who violated the maxim that use in conversation “Tonight Show Talkshow Starring Jimmy Fallon”.

1.4 Formulation of the Problem

Formulations of the problem in the research are:

- 1) What are the types of violating maxims that used in “Tonight Show Talkshow Starring Jimmy Fallon” ?
- 2) What is the reasons of the speaker violated the maxims that occur on the “Tonight Show Talkshow Starring Jimmy Fallon”?

1.5 Objective of the Research

Based on the formulation of the problem above, the research determines the objective of the research into:

- 1) To find out the types of maxims found in the talkshow “Tonight Show Talkshow Starring Jimmy Fallon”
- 2) To find out the reasons of the speaker that violated maxims found in “Tonight Show Talkshow Starring Jimmy Fallon”.

1.6 Significance of the Research

a. There are two major things that related to the significance of the research. The first is, theoretically, for the researcher, this research is important to gives such a contribution or further explanation about the violating maxims, in this part also expected as a reference study and also to enhance the knowledge and can be easier in understanding the violating maxims on the talkshow itself as this talkshow is one of the famous talkshow in America. For common people, this research informs the reader about types of maxims specially used in the talkshow “The Tonight show starring Jimmy Fallon” and also the reason of the speaker to do the violating maxims.

b. The second thing is, practically, for the researcher, this research is composed to fulfill the requirements of the final thesis . For common people, the research may help them to understand and appreciate the use of cooperative principles theory especially violating maxims; especially about the usage of maxims in the talkshow “The Tonight Show Starring Jimmy Fallon” and the reason why the speaker do the violating maxims.

1.7 Definition of Key Terms

Pragmatic : Is the study of the condition of the human language used as this is determined by the context of the society. (Mey, 1993)

Cooperative Principle : Make your conversational contribution such as is required, at the stage at which it occurs, by the

accepted purpose or direction of the talk exchange
in which you are engaged. (Grice, 1975)

Violation : The condition which the speaker do not fulfill the
cooperative principle of conversation. (Grice, 1975)

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

This chapter consist of the explanation of the theory that related to this research. The explanation about approach used, review of previous research, and theoretical framework are included into this chapter. Since this research is talked about the violation of maxims, that has a relation with a meaning the researcher used pragmatic approach in order to analyze the data. The researcher specifically uses Paul Grice's theories of cooperative principle as a main theory which is divided into four maxims.

2.1 Pragmatics

Pragmatics is defined as a study of language that focus on a meaning and its interpretation. Mey (1993) said that pragmatics learns about the condition of the human language used as this is determined by the context of the community of the society. As the definition mentioned, it means that the context influence how the speaker and listener understand each other. It can be conclude that, pragmatics describes as a study of meaning in context because of the meaning of what speaker says in the conversation and also how the listener interprets the intention of the speaker utterances.

From the short explanation above, pragmatics is one of linguistics branches that specify as discipline of language that learn about its interpretation

and also the meaning. The definition of pragmatics itself is defined differently by some linguists. The other expert comes from Leech (1989) stated that Pragmatics as a branch of linguistics that has a close relation with semantics. However, most of the definitions have the same meaning in general. To make it simply, eventhough pragmatics and semantics has a same meaning in general but both of two term have a specific differences, pragmatic is focus about meaning that has a relation with the context.

Based on the definition that has been mentioned before, Pragmatics is the study of how to gets more communicated than is said. Pragmatics also concerns with what is the implied meaning of the people speaking context and how the context in pragmatics influence the meaning. It means that Pragmatics concerns with the meaning of the utterance or the meaning which communicated by the speaker and the related to speaker meaning in the listener interpretation influenced by the context.

2.1.1 Context

In every utterance there is context behind it. Context is circumstances forming of a background events, idea and statement in order to enable the readers understand the meaning behind it. Context also needed when someone wants to develop thoughts. Yule (2010) proposed that context refers to the physical environment where an expression is conveyed.

Another expert that mentioned the definition about context is Cutting (2008) there are three types of context, the first context is situational context, the second is background knowlede context and the last is co-textual context.

Situational context describes the events when the conversation happens, means that all about the events that happen in the conversation based on the situational.

On the other hand background knowledge context is when both between the speaker and the hearer know what the topic of the discussion and has the same environment or culture to get the same understanding. In background knowledge context divided into two, such as: cultural context and interpersonal context. As it is known in cultural context represent the information about the life held between the hearer and the speaker. This context is more like some personal context between the speaker and the hearer, only the speaker and the hearer know what the real situation. Meanwhile in interpersonal context related to the personal personality between the speaker and the hearer. In here between the speaker and the hearer have the same personality.

The last is co-textual context. co-textual context is the knowledge about what and who is as the topic of the discussion between the speaker and the hearer. Based on two expert that has been mentioned, can be concluded that context is about the situation of the events that helps the speaker and the hearer understand one to another.

To make it simple based on the explanation above, context is circumstances forming of a background events that make people understand to understanding each other and also help each other to understand the implied meaning between the hearer and the speaker. In context there are also 3 that can helps to differentiate it.

2.1.2 Cooperative Principle

The topic of cooperative principle related to the way of people interact to other people. As people is as a human being and need interaction to other, the interaction among other people will be mostly show how utterances work and sequenced conversation stated by (Wardhaugh & Fuller, 2014) Then in the conversation people will make an effort to make the listener understand what the intention message that want to deliver. When the speaker says something to the listener, the listener will try to interpret what is meant by the speaker. In the conversation, the speaker has to be relevant with context or situation to the information clear and easy to be understood by the listener.

The cooperative principle is a principle of conversation that was proposed by Grice (1975) stated that participants expect that each will make a “conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange.” Cooperative principles is a rules that must be obeyed both to the listener and the speaker. From the explanation, Grice stated that in cooperative principle, people must obey the principles to make a clear communication. In cooperative principles, Grice divided into 4 part, there are : maxim of quantity, maxim of quality, maxim of relation and maxim of manner.

a. Maxim of Quantity

Maxim of quantity is where one tries to be as informative as one possibly can, and gives as much information as is needed, and no more (Grice, 1975). In maxim quantity should not be less informative or too much information and say as much as helpful without less or too much

information.

Example:

(In the class)

Belle : Where is Lasmaria ?

Sarah: She is in the toilet .

Based on the example shows that say the answer as much as helpful.

b. Maxim of Quality

Maxim of quality is where one tries to be truthful, and does not give information that is false or that is not supported by evidence (Grice, 1975).

In this maxim between the speaker and the listener are expected to say only what they believe to be true and to have evidence for what they say.

Example:

(In the Library of UPB)

Boy: Where can I found novel book ?

Librarian: in row number 7.

Based on the example, the answer of the question is true. The girl gives the answer true because the answer is from the librarian.

c. Maxim of Relation

Maxim of relation is where one tries to be relevant, and say things that related to the discussion. In this maxim the utterance must be relevant which the topic being discussed. Be relevant at the time of the utterances is the important rules.

Example :

(In the campus)

Steven: I didn't see Eva today.

Susan: She is sick.

Based on the example shows that the answer of the question is relevant.

d. Maxim of Manner

Maxim of manner is when one tries to be as clear, as brief, and as orderly as one can in what one says, and where one avoids obscurity and

ambiguity. In this maxim of manner, each participant that contribute the conversation should not to be ambiguous, obscure, or disorderly. In this maxim, the participant have to reasonably direct.

Example:

(In the house)

Kid: Mom look, is my toy look good?

Mother: Oh dear, it is still messy, can you fix it again so it will more orderly.

Based on the example, the mother tells her kid to tydi up again the toys. The mother gives the clear answer.

2.1.3 Violating maxim

It is normal to note that when people communicate with others, sometimes violate the maxims of Grice's cooperative principle's theory in the conversations. It is true that not all speakers are completely truthful orefficient (Finegan, 2014). Based on the statement that not every person that speak to other can completely followed the rules of cooperative principles. Aside from that Dinh (2010) stated that a violation of Grice's maxims can mislead other participants to misinterpret the message,to cause misunderstandings as well as provide ambiguous, obscure, or irrelevant information.

For some purposes, mostly people tend to tell a lie. Some people believe that a lie is the natural method that can be used to survive from an inappropriate condition Christoffersen (2005). However, the major purpose for people to tell a lie is just want to save the face or hide the truth. Sometimes, when people do something bad and have no choice to cover up their secret and to save their face usually tends to lie.

Another expert aslo mentioned the definition of violating maxim is the

condition when people do not obey the maxims (Cutting, 2008). By doing the violation, the speakers do not let the listeners to get the true information. In another word, people are indicated to violate the maxim when they fail to observe the maxim to deceive the listener, it can be the result of lying. Beside all of the maxim that already mentioned above, Grice (1975) also stated that violating maxim is fail to observe it, with the assumption that your hearer won't realize that the maxim is being violated.

Aside from the definition, the criteria also given by the expert. (Grice, 1975 as cited in Tupan & Natalia, 2008) gives the criteria of violation of maxims used as distinguished guidelines. Here are the guidelines:

1. Maxim of Quantity Violation:

For violating maxim of quantity here are the guidelines to help to analyze the violating maxim of quantity. First, if the speaker does circumlocution or not to the point. Second, if the speaker is uninformative. Third, if the speaker talks too short. Fourth, if the speaker talks too much. The last if the speaker repeats certain words.

2. Maxim of Quality Violation:

For this violating maxim of quality the guidelines that help to analyze the violating are below. First, if the speaker says something that is believed to be false. Second, if the speaker does irony and sarcastic statement. Third, if the speaker denies something and the last if the speaker distorts information.

3. Maxim of Relation Violation

The third is the violating maxim of relation. Here are the guidelines of the

violating maxim of relation. First, if the speaker's conversation unmatched with the topic. Second, if the speaker changes conversation topic abruptly. Third, if the speaker avoids talking about something. Fourth, if the speaker hides something or hides a fact. The last is if the speaker does the wrong causality.

4. Maxim of Manner Violation

The last is from the violating maxim of manner. In the violating maxim of manner there are 3 guidelines. First, if the speaker uses ambiguous language. Second, if the speaker exaggerates thing. The last is if the speaker uses slang.

Based on the theory of Grice (1975) mentioned that violating maxim also followed with four types; violating maxim of quantity, violating maxim of quality, violating maxim of relation and also violating maxim of manner. All the types of violating maxim described below.

a. Violating of maxim quantity

As the definition of maxim quantity already described in the cooperative principles part, this part is the place of violating maxim of quantity. In violating maxim of quantity, the speaker do not give the required or enough information to the listeners. Because the speakers try to mislead the listeners in order to deceive them.

A: "How many people in your family?"

B: "There are five people."

A: "Do you have brother?"

B: "Yes, I do. I have 2 siblings and I am the youngest."

(Andy & Ambalegin, 2019)

Based on the example above, B gave too much information in answering

A question.

b. Violating maxim of quality

The definition of violating maxim of quality is provide the wrong information, or they do not honestly tell the information. As the definition of maxim quality is provide the true indormation and also gives the information honestly, here is the definition of violating maxim. In this violating maxim the speaker intentionally gives the wrong information.

A: "What are you doing now?"

B: "I am eating."

A: "Are you hungry?"

B: "No, I am not."

(Andy & Ambalegin, 2019)

As the example mentioned above. B gave untruthful answer in answering A question. As the question asked B hungry or not but the the fact that B was eating at the time showed that B was hungry.

c. Violating maxim of relation.

Violating maxim of relation is a maxim happens when the speaker does not answer the question relevantly to the topic of the conversation. Violating maxim of relation happens when the answer is out of topic. The aims to distract the listener and change the topic. As the definition of maxim of relation is to be relevant. Here is the example of violating maxim of relation.

A: "Your spagetti looks delicious . Could I taste some?"

J: "Your shirt is really nice.."

(Andy & Ambalegin, 2019)

As the example shows, J answered the question unrelevant with A's question. As A talked about a spagetti, J talked about A's shirt.

d. Violating maxim of manner

Violating maxim of manner happens when the hearer answer the question by giving an unambiguous answer. As maxim of manner is each of the participant that contribute the conversation should not to be ambiguous, obscure, or disorderly. As in violating maxim the answer of the question is an ambiguous answer and also disorderly answer.

A: "What do you think of Cindy?"

D: "She is a beautiful girl."

A: "How about her characteristics?"

D: "She is like Ria."

(Andy & Ambalegin, 2019)

In here the answer of D is not specific and makes the hearer, A confused. The hearer didn't know Ria that well the only one who knows Ria is D but D gave an ambiguous answer.

2.1.4 Reason of doing Violating maxims

The speakers who violate the Cooperative Principle do not give enough information in order to mislead the listeners to get the wrong information intentionally. As Grice (1975) already mentioned before that violating maxim is fail to observe it, with the assumption that your hearer won't realize that the maxim is being violated. In this case the hearer didn't realize that the speaker violated the maxims. furthermore the reason why the speaker doing violating maxims is the speakers do not want to give other people the full picture of the information. In contrast Thomas (2013) stated that people fail to observe the maxim because they choose to lie or are incapable to speak clearly. The explanation between two experts showed that there are other reasons of people violating the maxim in different situations. In this research, the researcher relates the reasons of violating the maxim with Christoffersen (2005) theory, that

identified 8 reason that the speaker doing violating maxims.

1. Hide the truth

(Matt covers his real age to his sister's friend that he met in the party)

Anna: how old are you? I am twenty two

Matt: exactly the same with you.

In here can be seen that matt violate the maxims to hide the truth about his real age.

(Tupan & Natalia, 2008)

2. Save face

(Jane covers herself before texting her lecturer)

Jane: I am so sorry sir to disturb your time. Do you have time tomorrow sir? I want to discuss about my thesis.

As the example mentioned above, can be seen that Jane covers herself by saying sorry first.

(Tupan & Natalia, 2008)

3. Feel jealous about something

(Cindy lies to Caramel that she didn't see Ryan)

Caramel: Did you see Ryan?

Cindy: Sorry, I didn't see him

As the example mentioned above can be seen that in here Cindy feel jealous to Caramel as the reason she violate the maxims.

(Tupan & Natalia, 2008)

4. Satisfying the hearer

(A conversation between a father with his 5 years old daughter)

Jeany: Dad, how was I born ?

Daddy: The angel sends you to me as a christmas gift.

As this example showed, that daddy violate the maxim because the kids is still didn't understand if the father explained it that he decided to answer to satisfy his daughter.

(Tupan & Natalia, 2008)

5. Cheer the hearer.

(a wife asks her husband about her meal, the taste is salty)

Wife : How about the taste daddy?

Husband : it is good mom.

The example shows that the husband violate the maxim because he wants to cheer his wife about her meals.

(Tupan & Natalia, 2008)

6. Avoiding to hurt the hearer

(His father is passed away and his mother didn't want to hurt her 7 years old son)

Jeremy: where is father mom? I didn't see him for this 2 month

Mom: Your father work overseas to buy you a present on your birthday .

As the example showed the reason on doing violating maxim because she wont hurt her son by giving the fact that his father passed away.

(Tupan & Natalia, 2008)

7. Building one's belief

(Joan asks her boyfriend whether he still remembers his ex girlfriend or not. Her boyfriend lies to her and makes her believe 100%)

Anna : I wonder if you are still in love with your ex. Because I saw her picture on your wallet

Brian : Of course not darling, you know you are the one in my heart. That is not her, she is my cousin who looks like her.

The reason why Brian violate the maxim is just he wants to build his girl trust, in fact that he still loves his ex and also that picture is his ex he didn't mentioned the fact.

(Tupan & Natalia, 2008)

8. Convincing the hearer

(a part time cashier asks his friend to take his shift, but his friend refuses by creating a good reason)

Anabelle : Can you take my shift tonight?

Bianca : I wish I could, but I have to take my sister to the dentist tonight.

Bianca has the reason that can convince Annabelle why she cannot help her. By violate the maxim above can be seen that even though the fact that she didn't want to help her but she choose the reason that can convince her.

(Tupan & Natalia, 2008)

In the real life situation, many people tend to tell lie and break the rules of Grice's Cooperative Principle (1975). Many people when communicate with each other violate the maxims. there are many reason that triggered the speaker to violate the maxims. As Christoffersen (2005) stated there are 8 reason why people violate the maxim. Simply that in every violating maxim there is a reason behind it.

2.2 Previous Research

Qasim, Akram, & Masroor (2015) analyzed the extent to which the Grice's maxim of manner, relevance and quantity is violated by the main character in a play entitled "Hamlet". The researcher applied Grice's theory (Grice, 1975). The data of this research was taken from conversation in hamlet plays. After analyzed the data the researcher found that Hamlet's utterances are violating Grice's maxims because hamlet wanted himself to free from emotional and mental distress and wanted to criticize the characters which hamlet dislikes.

Next, Kayed, Hana, & Allah (2015) investigated the types and the implied meaning behind the Grice's maxims. This research used Grice's theory (1975). The data was taken from seven cartoons selected randomly from two Jordanian newspapers: Al Distour and Al-ghad between January to April 2015. The results of this research revealed that 3 cartoons violate the maxim of quality, 2 cartoons violate the maxim of quantity, 1 cartoon violates the maxim of manner, and 1 cartoon violates the maxim of relation and quality. Moreover, Jordanian cartoonists violate Grice's maxims in order to express efficiently their thoughts and ideas regarding political, social and cultural issues in a humorous, metaphorical and satirical way.

Then, Pratiwi, Bertaha & Sudipa (2015) identified the violation of conversation maxim on tv advertisements. The Grice's theory (1975) was applied in this research. The data was taken from the tv advertisements. The result of the research showed that 70% of advertisements violate maxim of quality. Violation of maxim of manner covers 50% of advertisements, violation of maxim of quantity 30%, and violation of maxim of relevance 20%. The high percentage of violation of maxim of quality shows that the advertisers try to give information that is likely to be incorrect or untrue to their audience. Meanwhile, the high degree of violation of maxim of manner shows that advertisers tend to present disordered or unclear information to their audience. The violations of maxim of quantity and maxim of relevance show that the advertisers provide respectively redundant and irrelevant information to their audience.

Hereafter, Al-Qaderi (2015) investigate Gricean Theory of Conversational

Implicature and its application to the Arabic language. This research used Grice's theory (1975). The data was taken from semi-structured interviews with 15 Yemeni participants were the audio-recorded, transcribed, translated and then interpreted. The findings showed that Gricean Theory of Conversational Implicature can be applied to Arabic language, particularly the Yemeni dialect. In addition, the results revealed that the maxim of Quality was most frequently violated. Then the maxims of Quantity, Relation and Manner respectively.

The following researcher was Virgin & Utami (2017) This research was to find out the dominant are celebrities, officials, or prominent figures. This research used Grice's theory of maxim (1975). The source data in this qualitative study is the transcription of a conversation by a host/co-host and a guest (a famous Indonesian lawyer) with the duration of 08.25 minutes. The findings showed 32 maxim violations including all four types. Of these violations, maxim of relevance is the most dominant since the speakers wanted to create jokes and humors.

The other researcher was Nur (2018) The subjectives of this research were to know the kinds of maxims violation and the dominant maxim violation found on the dialogue of "The Wild Duck" by Henrik Ibsen. The data was taken from script of drama "The Wild Duck" by Henrik Ibsen. The result of this research showed that there are 51 (100%) maxim violations. They are divided into 16 (31.37%) violations of quantity maxim, 12 (23.53%) violations of quality maxim, 12 (23.53%) violations of relation maxim, and 11 (21.57%) violation of manner maxim. Moreover, the dominant violation is quantity maxim with 16 (31.37%) violations of total findings.

After that, Ayasreh, Al-Sabti, Awwad, Mansoor, & Razali (2019) identified and analyzed the process of flouting of Grice's maxim and to explain the causes why the Arab leader Gaddafi does violation of maxim during the Arab spring. In analyzing the data the researcher applied Grice's theory (1975). The data was taken from political conversations by the Arab leaders. The final result of the research was the four types of maxims are flouted by the Arab leader during the interview by giving answers which he thought would convince their people even if though he was not cooperating with the interviewer and he flouted the maxims in such an artistic ways to gain social power and public supporter.

The last researcher was, Andy & Ambalegin (2019) the purpose of this research was the importance of an efficient language use. Grice (1975) the theory that the researcher used in analyzing the data. The data was taken from the movie entitled Night at the Museum. The final result of the research was, all kinds of maxims (quantity, quality, manner, relation) were violated in the movie but maxim of quantity and manner were the most dominant violated maxims.

All the research that the researcher used as the previous research of the present research has the similarities in the usage of the Gricean theory by (Grice, 1975). The differences from the previous research with this present research was in the source of the data. In this present research the researcher used Talkshow as the source of the data.

2.3 Theoretical Framework

This research use pragmatic approach in analyzing the data. From the branch of pragmatic, researcher chose cooperative principles as the scope of pragmatic which will be discuss in this research, because of the limitation time, the researcher only focus on violating maxims, furthermore the data from this research will analyzed and classified into types of violating maxims which provide by Grice also the reason of doing violating maxim which provide by Christoffersen. Researcher makes the theoretical frame work of this research in this following shape.

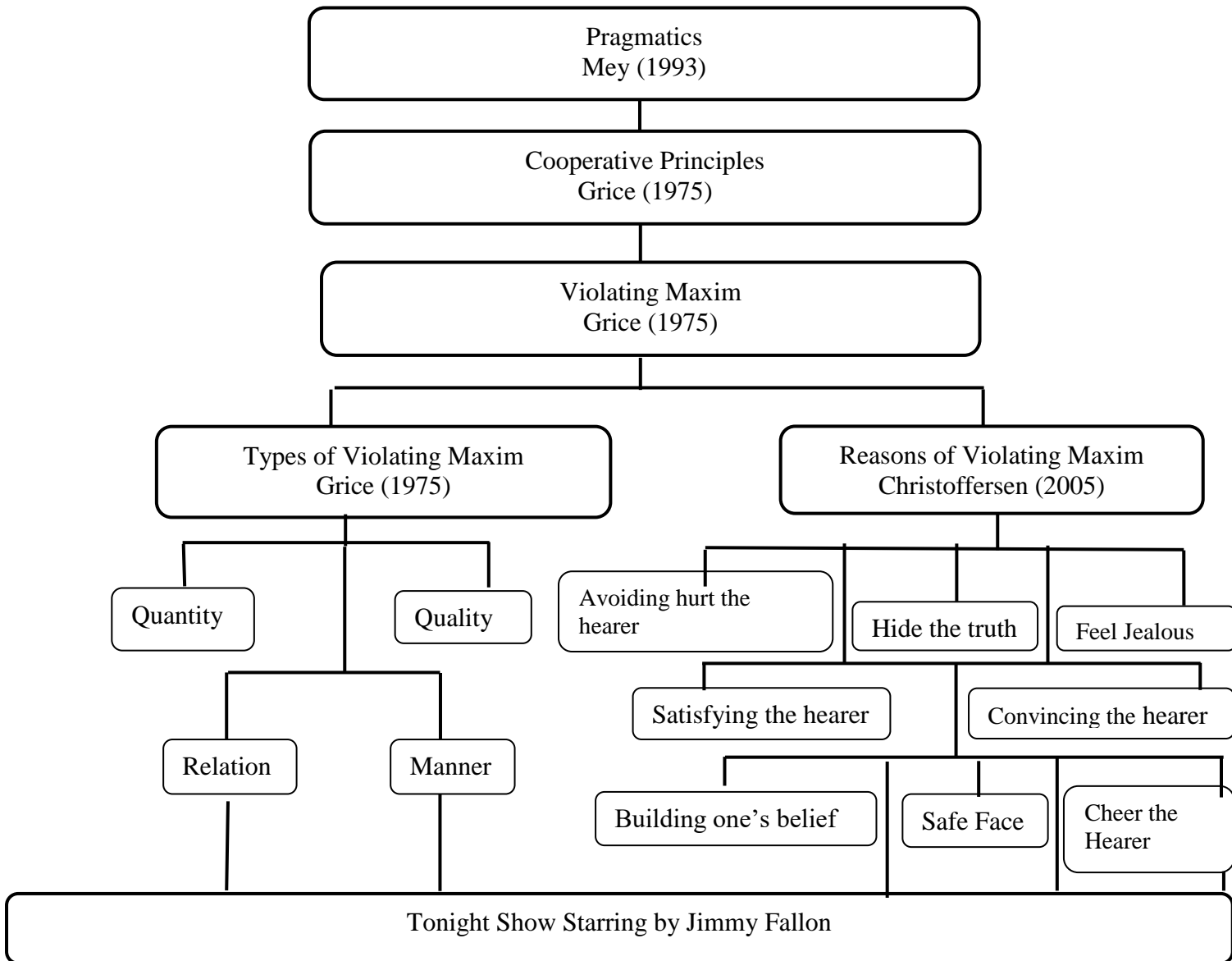


Figure 2.1 Theoretical Framework

CHAPTER III

RESEARCH METHODOLOGY

Research methodology is a technique to methodically resolve problem of the research which could be understood as science of studying the way research is done scientifically (Kothari, 2009). It illustrates the method that is employed in the designing the research, method in the collecting the data to investigated, method of analyzing the data, and the way of presenting the result analysis.

3.1 Research Design

This research is descriptive qualitative research. Qualitative means this research does not needed any kind of statistic approach to analyze the data and the researcher describe the types of maxim with the motivation doing a violating maxim. Creswell (2013) stated that qualitative research is defined as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting. Descriptive concerned to find out the “what is” question. On the other hand Glass & Hopkins (1995) said that descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection. Based on the statement can be concluded that the researcher used descriptive qualitative research is because the research result describe the event descriptively by using Grice's (1975) theory to analyze the types and the reason.

3.2 Object of the Research

This research discussed the violating maxims as the object of the research. This object of the research concern the types of violating maxims and the reason of using violating maxims. In types of violating maxim has 4 categories, such as: violating maxim of quantity, violating maxim of quality, violating maxim of relation and violating maxim of manner. To do the vilating of maxim between the speaker or the hearer has the reason. The reason why the speaker and the hearer did the violating maxim, such as: hide the truth, save face, feel jealous about something, satisfying the hearer, cheer the hearer, avoiding to hurt the hearer, building one's belief, convincing the hearer. This object of the research is suitable to the source of the data, in this source of the data there are utterances and the conversation by the character that can be analyzed with the souce of the data. The reason why this The Tonight Show Starring by Jimmy Fallon talkshow as a source of the data beside of the conversation and also the utterances that contain the object of the reason, the talkshow is on of a famous talksown in America there is many award that the talkshow get and also the talkshow there are lot of reason why the character decided to used a violating maxim. This Talkshow also easy to access to get the video.

3.3 Method of Collecting Data

Data collection is an important part of the research process. In this activity, the researcher has devoted all abilities, especially the mastery of theory or concept structure, to retrieve the required data in accordance with the structural in order to

obtain accurate results. In process of collecting data, the researcher used observation method. Observational method is the way the researcher has observed the phenomena on the talkshow (Sudaryanto, 2015). To make it clear Sapsford (2006) stated that a formal data collection process is necessary as it ensures that the data gathered are both defined and accurate that subsequent decision based on arguments embodied in the finding are valid. By There are two kinds of techniques used; they are participatory and non-participatory.

In participatory technique, the researcher involves as participates in collecting the data. Participatory technique is different from non-participatory technique. In non-participatory technique, the researcher does not involve in collecting the data. In here the researcher only observes every object which contains maxims. In this research, the researcher used non participatory technique to collect the data because the source of the data is a talkshow and also in collecting the data is just about the analysis and observation the researcher did not involves to the conversation and utterances. In collecting the data the researcher, watch the talkshow and also explore the content of the story and also with the contextual meaning of the conversation between the host and the guests. After that bold the conversation or the utterances that as a part of violating maxims.

3.4 Method of Analyzing Data

This research used descriptive qualitative method. It is because the study basically aims at analyzing the data in the form of utterances so don't need any

diagram or graphic. In addition, the result of the data was analyzing descriptively based on the problem of the study: the violating maxims and the reason of doing violating maxims that were produced by the host and the guests in “The Tonight Show Starring Jimmy Fallon” talkshow. After collected the utterance which violate the maxim there were several step of analyzing data. In analyzing the data the researcher used pragmatic identity (Sudaryanto, 2015). Pragmatic in pragmatic identity related to the contextual meaning. In here before analyzing and clasifying the maxim that the character violate, it is better to know the contextual meaning first. The identity in pragmatic identity is started the method by identifying which conversations were classified as violating maxims and the reason why doing violating maxims. The next step interpreting and analyzing the contextual meaning and classified the types of violating maxim and the reason why doing violating maxim. The next step was described the type of violating maxim by the guests in “The Tonight Show Starring Jimmy Fallon” talkshow based on Grice’s theory (1975). In described the types of violating maxim and the reason of doing violating maxim, the reasercher used pragmatic competence in equalizing from Sudaryanto (2015) to matched the data that contained of violating maxim to the Grice's (1975) theory of types of violating maxim and also matched the data that contained the reason with the Christoffersen's (2005) theory of reasong why doing violating maxim .

3.5 Method of Presenting the Research Result

After doing analysis, the next step is presenting the result analysis. Sudaryanto

(2015) stated that there are two methods of presenting the result analysis; 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 that the research using quantitative for research design and formal for the result analysis. The opposite is qualitative for research and informal for the result. In this research, the researcher uses the informal for the result analysis because the results of the research were presented with descriptively answer and the research did not used any diagram and chart.