

**AN ANALYSIS OF FLOUTING MAXIM IN TALK
SHOW “ THE ELLEN DEGENERES SHOW”:
PRAGMATICS APPROACH**

Thesis



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

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



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2020**

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

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

Batam, 30th July 2020



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ABSTRAK

Penelitian ini menjelaskan studi tentang pragmatik dengan spesifik tentang pelanggaran maksim yang ditemukan dalam acara yang disiarkan secara langsung oleh Ellen. Tujuan dari penelitian ini adalah untuk mengetahui jenis ujaran pelanggaran maksim dan alasan mengapa ujaran para tamu melanggar jenis maksim dalam acara Ellen show. Maksim adalah pernyataan singkat dan ringkas yang mengungkapkan kebenaran umum atau aturan perilaku. Oleh karena itu penelitian ini menganalisis tentang ujaran dari sipembicara dan pernyataan yang apa yang diberikan oleh antara sipembicara dan sipendengar. Pelanggaran maksim dalam ujaran yang dapat ditemukan berupa ucapan yang berisikan pelanggaran-pelanggaran dalam komunikasi oleh Ellen dan tamunya. Teori yang digunakan dalam penelitian ini adalah Grice dan Thomas. Dalam penelitian ini, peneliti menggunakan metode deskriptif kualitatif. Metode pengumpulan data adalah observasi. Langkah-langkah yang dilakukan dengan menonton video melalui akun YouTube “Ellen Show” lalu mengamati percakapan yang berisikan pelanggaran maksim dan alasan mereka melanggar maksim tersebut selama percakapan mereka berlangsung. Hasil dari analisis menunjukkan bahwa ada empat jenis maksim yang ditemukan di dalam acara yang dipandu Ellen. Dua puluh satu data untuk jumlah pelanggaran maksim kuantiti, tiga data untuk maksim kualitas dan dua data untuk maksim relevan, dan empat data untuk maksim cara. Alasan pelanggaran maksim juga beragam seperti memberikan terlalu banyak tambahan informasi, tidak relevan dengan apa yang di tanya dan juga maksim paling dominan muncul adalah maksim kuantitas karena tamu selalu ingin memberikan informasi tambahan mengenai pertanyaan yang diberikan oleh pembawa acara. Kesimpulan yang dapat diambil adalah secara tidak sadar semua orang pernah melanggar tipe-tipe dari maksim ini tetapi bagaimana agar pendengar ataupun pembicara tidak melukai hati satu sama lain dan tetap memiliki arti.

Kata kunci: pragmatics, maxim, flouting maxim

ABSTRACT

This research described a study of pragmatics specifically about flouting maxim found in the talk show by Ellen. The purpose of this research is to find out the types of flouting maxim and the reasons why guests flouted the types of maxims on the Ellen show. Maxim is a short, pithy statement expressing a general truth or rule of conduct. Because of that this research analyzed the utterances of the speaker and what statements are given by the speaker and the listener. Flouting of the maxims can be found in the utterances that contained flouting maxims between Ellen and her guests. Theories used in this research are proposed by Grice and Thomas. In this research, researcher used a qualitative descriptive method. Data collection method used observation. The steps were watching the video through the YouTube account "Ellen DeGeneres," then observing the conversation that containing flouting of the maxims and the reasons they flouted the maxim during their conversation. The results of the analysis showed that there were four types of maxims found in talk shows. Twenty one data for the number of flouting maxim of quantity, three for the maxim of quality, and two data for the maxim of relevance relevance and four data for flouting maxim of manner. The reasons for flouting this type of maxims also varied from giving too much information, irrelevance and the most dominant one was the quantity maxim because guests always wanted to provide additional information about the questions asked by Ellen as the host. The conclusion that can be taken is that unconsciously everyone has flouted this type of maxim but again how to make the listener or speaker not hurt each other.

Kata Kunci: pragmatics, maxim, flouting maxim

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CHAPTER I

INTRODUCTION

1.1. Background of Research

Language is the ability possessed by humans to communicate with other people using signs such as words and movements. It can be seen in daily conversation. Beside that, language is also used by people when they negotiate or exchange ideas each other. It is important to convey a message from speaker to listener, from writer to reader, or from speaker to the hearer. Therefore, the precision of language usage is critical to smooth communication in both speaking and writing.

Language as a communication tool is use by people to share anything in their society through conversation. Someone who cannot interact to other by using the target language, of course, will be difficult to adapt later on (Mubarak, 2019). In communication proces, it can be assumed that the speaker articulates the utterance to send message to the interlocutor. In the process itself, the speaker should utter something which relevant context of their conversation in order to make it clear and easy to be understood by the listener. If in the conversation the speaker do not use the context which is relevant and use hidden meaning, the listener will be convious. Therefore, it can be said that the speaker flouts the maxim of cooperative principle.

Related to the explanation about, this research was oncern to flouting maxim of cooperative principle which is proposed by Grice. The Gricean maxims

describe how effective communication in conversation is achieved in common social situations into the four Maxims. Grice proposes four maxim of cooperative principle to help keep the conversation going well. Those maxims are maxim of quality, maxim of quantity, maxim of manner, and maxim of relation. Each maxim has its own meaning. In maxim of quantity the speaker should make the contribution as informative as is required. Maxim of quality the speaker should make the contribution is true and what they believe to be false. Maxim of manner the speaker should avoid obscurity of expression and ambiguity. Maxim of relation is the conversation should be relevant (Binner, 2013).

Based on the explanation above, in the conversation, there must be cooperation between speaker and listener and the conversation can be understood each other. Grice (1972) stated that “Make your conversational contribution what is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged”. If people do not give a cooperative reaction and do not apply the cooperative principle and people try to provide an explanation that is not in line with the discussion they have broken the cooperative principle. These situations are called flouting maxim. Cutting (2002) stated that, when the speaker appears no follow maxims but expect hearers to appreciate the meaning implied, it means that the people flouting maxim. In conversation people have some reasons to flout maxim. Thomas (1995) stated that when a speaker flouts a maxim or the cooperative principle of, he does not expect anything negative, but he expects that the other person wins the hidden meaning that is in he said because he couldn't say it directly. Thomas also adds that in this

way, it is possible that the technique such communication can be more effective in delivering messages.

Related to the explanation above, there are some of phenomena discovered by researcher. One of phenomenon is in the youtube channel NBC News in “First Presidential Debate: Hillary Clinton and Donald Trump (Full Debate)”.

Lester Hord : Do you support the current policy of Barack Obama? Mr.Trump you have two minutes on it.

Donald Trump: I have to say that you know for what secretary Clinton was saying about nuclear with Russia she’s very cavalier in the way she talks about various countries but Russia has expanded. (NBC News September 26, 2016, at minute 01:27:11).

In the conversation above, Donald Trump flouted the maxim of quantity. It can be seen from what Lester asked was not answered directly, Donald Trump's answer was too long. He just need to answer yes or no, without having to give unnecessary statements. The reason of Donald Trump flouted the maxim of quantity is to explain more about something, he tries to explain about something by giving much information and expecting that the hearer will understand more about the topic.

In line with phenomena about maxim, this research is going to analyze about flouting maxims that are applied in the talk show "The Ellen Degeneres Show". Furthermore, after the researcher watched “The Ellen Degeneres Show”, there were phenomena that related to the maxims. When the speakers produced and then heard utterances, it is was assumed that it generally be true, has the right amount of information, be relevant and will understandable term. Here is an example of a phenomenon found in the Ellen show:

Ellen : And where he now?

Maura : It's called Diego Garcia it's an island in the middle of the Indian ocean.
And it's like a military-owned island so even if I wanted to go visit, I can't go visit him and he can't come home. (The Ellen Show, January 25, 2018, at minute 02:06).

From the conversation between Maura and Ellen it can be seen that Ellen asked a clear question about Maura's husband and where is he now. Nevertheless, Maura's answer flouted the maxim of manner because she gave an ambiguous and long answer.

Based on several cases that occur as examples, it can be concluded that in conversation people do not realize that implied meaning often occurs or it can be said as a pragmatics approach. Pragmatics is a study about the contextual meaning of the people's utterance that given by the speaker and it is interpreted by the partner of speech during the language used in the communication process. It means that the meaning is not literal but contextual. Consideration is needed necessary by the communication to manage what they want to say, to get the effect that he wants

The conversation in a talk show is also similar to a real conversation as long as the reader follows the storyline. When the researcher watched "The Ellen Degeneres show, the researcher paid attention to the conversation that happened there are found that many times the characters in the talk show gave responses or answers that conversational maxims. Even when the replies from other people did not have a connection, the conversation still could run well without any misunderstanding. The participant still could understand each other. This research has previously been discussed by Affifa tusholihah & Setyawan (2015) with the title "Flouting Maxim By Sherlock Holmes and Dr. Watson In Tv Series Of

Sherlock Season 1". In their research they explained the types of flouting maxim by Sherlock Holmes and Dr. Watson and also to describe how the maxims was flouted in the Sherlock TV series season 1. The second researcher is Muslimin (2015). The title of his research is "Flouting Maxim And The Implication To Major Characters In Paulo Coelho's The Winner Stans Alone". His research focused on analyzing flouting maxims on Igor as the main character in Paulo Coelho's The Winner Stands Alone novel context and their implications of those communication breakdowns to the other major characters in the novel.

Both of the previous research discussed about flouting maxim and the theory that is used belongs to the theory of Cutting and Grice and it has different with this research. The theory of this research belongs to Thomas and Grice. The sources of data also different with this research. Both of the sources data took the data from conversation exchanges in the movie. It is different from this research that used talk show as the data source. The talk show is The Ellen Degeners Show. This is a famous and good talk show. The Ellen Degeneres Show a talk show with the host is Ellen according to the name of talk show . This is the most famous talk show because it has an interesting episode and with the famous guest and also has so many humor lessons about life and experiences from the guests.

The researcher was interested in the conversation with all of the characters in The Ellen Degeneres Show. Therefore, the researcher is intended to conduct the study of Flouting Maxim especially in line and the usage of maxims used in talk show The Ellen Degeneres show. Here the researcher carries out the research

entitled An Analysis Of Flouting Maxim in talk show The Ellen Degeneres Show.

1.2. Identification of Problem

Based on the background of the research, some problem can be identified as follow:

1. Missunderstanding communication in society.
2. The implicit meaning of the flouting maxim produced by the speaker.
3. The reasons flouted the maxim in conversation.
4. The types of flouting maxim in the conversation in the talk show.

1.3. Limitation of Problem

As seen in the previous part, it has been explained the case to be analyzed in this paper about flouting maxim, there four types of maxim they are maxim of quantity, maxim of quality, maxim of manner, and maxim of relation. Based on the problem above, then the writer limits the problem as the parts of Cooperative Principle, they are:

1. The types of flouting maxim in talk show The Ellen Degeneres Show.
2. The reasons of flouting maxim in talk show The Ellen Degeneres Show.

1.4. Formulation of the Problem

In this research, the researcher discusses about the flouting maxim by Grice's in The Ellen Degeneres Show. In order to make it more specific, formulates the question as below:

1. What are the types of flouting maxim applied in talk show "The Ellen Degeneres Show"?
2. What are the reasons of flouting maxim applied in talk show The Ellen Degeneres Show?

1.5. Objective of the Research

Based on the background and formulation of the problem of the research, the objective of this research are :

1. To analyze which conversation in talk show "The Ellen Degeneres Show" that applied types of flouting maxim.
2. To analyze the reasons of flouting maxim that applied in talk show The Ellen Degeneres Show.

1.6. Significances of the Problem

The researcher found this research with the title "An Analysis Of Flouting Maxim In Talkshow The Ellen Degeneres Show: Pragmatics Approach". For the researcher, there are many goals in this research, that is, to find out more about the types of flouting maxim and the reasons for the flouting maxim.

1.6.1. Theoretical Significance

The theoretical significance that could be drawn from this research is that this research expected could give further explanation about the flouting maxim in talk show The Degeneres Show. In this part also expected to enhance people knowledge, experience, and insight as well as in the application of material science research methods, especially regarding our knowledge of flouting maxim usage pragmatic. The last theoretical significances of this research are also expected that this research could be used as a comparison for future study/research.

1.6.2. Practical Significance

The practical aspect of this research is to fulfill as one of the requirements for the degree of Sarjana Sastra. The purpose of the research, as the student of the Putera Batam University this research is very important and this research declares the research as pure research and belongs to the writer. And the research could enhance her knowledge and insight about the linguistic field, and gets experience in analyzing sentences, particularly about the cooperative principle, for the readers, this research could give information or as a reference about English Linguistics field.

1.7. Definition of Key Terms

Pragmatics : Pragmatics is the study that relates the language and its users, namely speakers and hearers.

Cooperative Principle: Cooperative Principle is the principle in pragmatics that people are used to make their conversation one to another or between speaker and hearer as cooperative as possible.

Flouting Maxim : Flouting maxim is intentionally breaking the maxims in order to convey hidden meanings and lead the listener to find out the implied meaning from the maxim flouting.

Talk show : A television programming or radio programming genre in which one person (or group of people) discusses various topics put forth by a talk show host.

CHAPTER II
REVIEW ON RELATED LITERATURE AND THEORITICAL
FRAMEWORK

In this chapter, the researcher gives some theories related to types of maxim flouting as the study, and the reason that flouting the maxim.

2.1. Pragmatics

Pragmatics is the study that connects the language and its users, namely speakers and hearers (Yule, 2016). By means of this definition, Yule states that pragmatics is the study in language that connects the communicated meaning by the speaker. This study is directing the hearer to express the intended meaning behind the speaker's utterances which depends on the context of the utterances that are being said. This study also considers the distance between the speaker and the hearer is in a conversation. Therefore, by studying pragmatics, people can use language better because the speaker and the hearer need to express each other's utterances and spot at the implicit meaning behind those utterances.

Language, as a tool in communication and as an object in studies, can be stated well through studying it within the scope of pragmatics. In pragmatics, people can understand more deeply how language can be used to communicate with other people and convey their message well. Analyzing language using pragmatics can make the hearer know the meaning behind the speaker's utterances. It means that the spoken utterance by speaker can have more possible meanings besides its denotative meaning. The connotative meaning can be best

explained through pragmatics that the hearer can conclude the best possible meaning of the speaker's utterance.

In communication, as a human being needs to have conversation with one to another. Understanding what the speaker's utterance is the important because sometimes, not all the utterance can be understood or it must be implied meaning and cannot be predicted so the people must know about the context first. According to Yule (2010) pragmatics is the study of meaning. It studies about the utterance of a speaker in a conversation, the motive of the speaker, and also the meaning interpreted by the listener. It also includes context or the condition when the conversation occurs in the analysis. Because of this, pragmatics describes as a study of meaning in context.

An utterance is not only has explicit meaning but also implicit meaning. The implicit meaning can be known from the actions taken by someone when he speaks. Because of that, there comes the theory of speech acts. According to Austin (1962) speech acts contain a key concept in the field of pragmatics which can be said as language use in context taking into account the speaker's and the addressee's verbal and non-verbal contributions to the negotiation of meaning in interaction. As pragmatics, it studies language in use, the scope of pragmatic is quite wide. One of them is cooperative principle.

2.2. Cooperative Principle

Cooperative Principle is the principle in pragmatics that people are used to make their conversation one to another or between speaker and hearer as

cooperative as possible. Yule (2010) stated that the principle could get from the assumption in the communication as a cooperative effort. There are four sub-principles called maxims which consist principles of conversational cooperation. They are maxim of quantity, maxim of quality, maxim of relevance or relation, and maxim of manner.

Related to the Cooperative Principle, there are two kind of cooperative principle. They are observed and non-observed.

2.3. Observed Cooperative Principle

To observe Cooperative Principle, speakers have to fulfill the four maxims as the rules of being cooperative.

1. Maxim of Quantity

Maxim of quantity allows speakers to be as articulate in a conversation as is appropriate for the exchange's current intent. That means the speakers don't offer too much details. The speakers might be aware of the overload information that the listeners need so that speakers do not provide more information than is needed.

2. Maxim of Quality

Unlike the quantity maxim, the maxim of quality allows speakers to be honest and sincere, telling the truth. This maxim helps speakers to avoid saying what they believe is true or lacking sufficient proof for that. Honesty and truth is this maxim's heart.

3. Maxim of Relevance

The speakers need to be careful when saying something to say something. When discussing something, hearer must say something relevant to the previous comment. Speakers must respond appropriately to the question in a question and answer segment.

4. Maxim of Manner

The last is the maxim of manner. Here, the maxim of the way requires the speaker to be clear. In particular, the speaker must avoid ambiguity and must be brief and orderly in saying something in the conversation. In the principle of observed cooperation, people sometimes use certain expressions that indicate that they do not fully follow the rules. People usually use hedges in their speech to keep observing the maxims.

2.4. Non-observed Cooperative Principle

Non-observed Cooperative Principle is a situation when the speakers could not conform the maxims of Cooperative Principle when saying something. According to Grice (1972), there are four forms of non-observed Cooperative Principle. They are maxim violation, maxim opt out, maxim infringement, and maxim flouting. For the next study, the explanation of the forms of non-observed Cooperative Principle is provided as the following.

2.4.1. Flouting Maxim

Flouting maxim is intentionally breaking the maxims in order to convey hidden meanings and lead the listener to find out the implied meaning from the maxim flouting. This form of non-observance of maxims is explained

further in the next review.

2.4.2. Types of Flouting Maxim

Cutting stated that the types of flouting maxim are divided into four types; they are flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevant, and flouting maxim of manner. Here are the explanations of those types of flouting maxim.

There are sometime when a speaker does not appear to observe maxims of Cooperative Principles. In this condition, the speaker still expects the hearer to convey the message behind his/her utterances. This kind of situation called as flouting maxim. When using a flouting maxim, a speaker wants the hearer to look at the connotative meaning of the utterance and therefore understand what he/she wants to say behind it.

Grundy (2000) stated that when a speaker is employing flouting maxim, the hearer will still think that he/she is following the maxims of Cooperative Principles. Thus, the hearer has to look for the connotative meaning of the utterance said by the speaker. The hearer will also know that there is a hidden reason for the speaker to employ maxim flouting.

1. Flouting maxim of quantity

The speaker who flouts the maxim of quantity appears to inform more or lesser details than the hearer actually needs to know. The example below will give an explanation about how the speaker flouts the maxim of quantity.

A: Well, how do I look?

B: Your shoes are nice

In the above example, it is clear that B does not mean that A's sweatshirt and jeans look nice, but he/she knows that A will know what B means. It is because A asks about his/her whole appearance, but B only tells him/her about the shoes he/she is wearing which is an answer that is related to it.

2. Flouting maxim of quality

When a speaker scoffs at the quality saying, he doesn't say what he really wants to say. The speaker wants something behind the words that must be delivered by the listener. Examples of forced quality insults are given by as:

“Don't be such a wet blanket - we just want to have fun.”

The speaker uses metaphors in his speech. The metaphor in this utterance serves as a medium to express his feelings towards the listener who wants to disturb their pleasure at the time instead of telling the listener about the real explanation. In using the saying of quality scolding, the speaker does not want to express what he really feels to the listener, but he uses other words to imply it. In contrast to the concept of the flouting maxim of quality saying that uses other expressions in telling their feelings.

3. Flouting maxim of relevant

A speaker flouts the maxim of relation expresses what he/thinks by using words that does not have any relation to the previous utterance. This kind of maxim flouting lets the hearer to imply something that relates the

speaker's utterance to the utterance uttered before. The example of this phenomenon can be seen in the section below:

A: They're wet and dirty.

B: Like your mam.

The above conversation occurs in the changing room, KK refers to socks and gets an answer "Like your mam" from his/her friend. From his/her utterance, IW wants KK to think rapidly of what he says and to draw a conclusion that shows the relevance of the two ideas. Thus, it can be implied that IW's utterance is a kind of simple play of words that is relevant to be called as a joke.

4. Flouting maxim of manner

The speaker who flouts the maxim of manner says something that is not clear enough for the hearer or utters an expression which has some possible meanings. Thus, when using maxim flouting of manner, the speaker is often confusing the hearer about the meaning carried by the speaker's utterances. This kind of maxim flouting is often used by the speaker to avoid other people to know about what kind of topic being talking about.

The example of maxim flouting of manner can be seen in the example below.

A: Where are you off to?

B: I was thinking of going out to get some of that funny white stuff for somebody.

A: OK, but don't be long – dinner's nearly ready.

The conversation takes place in a kitchen near living room when a husband (B) is talking to his wife (A) to buy ice-cream for their daughter. The kitchen and the living room is quite close enough to let their daughter knows what

they are talking about. To avoid the over-excitement of their daughter of getting her favorite ice-cream, the husband uses words that will not be noticeable to their daughter to understand

2.4.3. Reason of flouting maxim

A flouted can happen on each maxim and according to Thomas (1995) there are some common reasons for flouting the maxim:

1. Reason of flouting maxim of Quantity

There are some several reason why people flouted maxim of quantity:

- (1) To explain more about something; usually someone tries to explain about something by giving much information and expecting that the hearer will understand more about the topic.
- (2) To stress something; people use many words when they want to stress something in order to make the intended meaning more clear for the listener to follow.
- (3) To expect something; sometimes people act and say more words to show something. They use this condition in order to expect something from other person.
- (4) To show panic, people are said to flout a maxim of quantity when he or she answer a question by asking many questions as a sign to show panic.

The example is the conversation between John and Clara

John : have you finished your homework?

Clara : No, I have not. I forgot that today is math, I have not done yet. What should I do?

From the example, it can be seen that Clara showed panic to what John asked about because Clara did not know that the lesson will be math.

2. Reason of flouting maxim of Quality

Furthermore, the maxim of quality is flouted because of some reasons:

- (1) To convince the addressee.
- (2) To cover something.
- (3) To hide something.

For example is the conversation between Siti and Toni in the classroom.

Siti : Toni, are you sure that tomorrow is English exam?

Toni : English is the easy subject

From the example above, it can be said that Siti did not answer Toni because he wanted to convince Siti no need to be afraid of. Toni flouted maxim of quality by saying English is the easy subject.

3. Reason of flouting maxim of relevant

The maxim of relevant is flouted by the speaker also because of some reasons:

- (1) To change the conversation topic; in a conversation people ususally change the topic of conversation to avoid talking about something that is embarrassing or just to end the conversation.

- (2) To give unnecessary additional information; sometimes people flout the maxims of relevance by giving unnecessary additional information to the topic being talked about.
- (3) To avoid talking about something; people usually say about something else when the partner of the conversation does not hear or understand about what they say because they do not want he or she know about it.

For example is the conversation between Gorge and Siska in the cinema.

Siska : Do you like this movie?

Gorge: I forgot my hand phone in the toilet

From the example above, George is trying to avoid talking about something which is about the movie. He was afraid it could break her heart.

4. Reason of flouting maxim of Manner.

- (1) There are two reasons people flout maxim of manner;(1) To get attention, sometimes people use identical word in one situation to get attention from others.
- (2) To be clear.

The example is the conversation between Boy and Nuca in the library

Nuca: Boy, do you find the cooking book?

Boy : Cooking Mama?

By the example above, it can be seen that Boy is trying to get the identical word by saying Cooking mam because actually cooking is for woman not man.

2.5. Previous Research

Some of the researchers actually had done the study about Grice's theory of flouted maxims. The first study was done by Lestari (2019) with the title An analysis of flouting maxim in conversation speaking of the main character in the movie of Home Alone 2 "lost in New York" by John Hughes. The aim was to find the types and the reason of flouting maxim. She chose movie as the source of data. The different form the research was from the source of data which used movie, this research actually used talk show as the source. The result is maxim of quantity is the highest rank and relevance as the lowest rank. Overstatement is the most frequently used and metaphor is the most rarely used.

The second research was done by Zebua (2017) they analyze the violation and flouting of quantity maxims, relevance, manner by male and female participants in the Ellen Degeneres Talk show. According to them, the flouting of maxim happens when individual intentionally do not apply the maxims in order to persuade their listeners to derive the hidden meaning behind what they said. The data was taken from six episodes in the newest edition in 2016 from Ellen talk show. The different is this research also analyzing violating maxim. The result reveals that the male mostly used the flouting maxim. This research is different because they also examined the violation in the talk show.

The third research is with the title is Abdurrachman & Riski (2017) they analyzed about The Flouting of Grice's Cooperative Principle by Native and Non-Native Speakers of English. They were intended to explain the flouting maxim of Grice's Cooperative principle by native and non- native speakers of English

(guest) in Insight with Desi Anwar talk show. This research showed that native and non- native speakers flouted all the maxims. But flouting maxim of quality is the most frequent used. The difference is from the source of data which they used in the classroom and this research is in the talk show

The fourth research is from Nugraha (2017) with the title the flouting of cooperative principle maxims: implications for teaching of pragmatics in EFL classroom. He revealed that the four types of maxims were flouted. The data were taken from conversational exchanges exposing humor occurred in the movie “Meet the parents”. After collecting the data, the analysis found that maxim flouted were relevant to the types of verbal humor. Therefore, given the importance of pragmatic competence that the foreign language (FL) learners should acquire, it is suggested that pragmatics should be explicitly taught and integrated into the teaching of English.

The fifth research is from Theresia (2017) with the title Flouting maxim of quantity in Spider-man Homecoming movie. She found the information about flouting maxim in the movie. She used movie as the source of her data different from this research by using talk show and after that she analyzed the type of flouting maxim in Spider-man movie. The result of her study indicates that in movie Spider-man, the most dominant used is flouting maxim of quantity.

The sixth research had done by Yuliasri (2014) who has a title The Shift of Grice’s Maxim Flouting in Indonesian Translation of the Donald Duck Comics. She examined that the flouting maxim could result in humor. The data was taken from the Donald Duck Comics. This study reveal that 34.79 % of translated

humorous utterances in the Donald Duck Comics. The most dominant flouting maxim that appears is the maxim of manner.

The seventh research is from Arto (2015) who has the title *A Pragmatic Analysis of Maxim Flouting Performed by Solomon Northup in 12 Years a Slave Movie*. The aim of her research is analyzing the types of, strategies of, and also the reason of maxim flouting performed by Salomon Northup. She found the types of maxim flouting which are quantity, quality, manner, and relevance. There are also five strategies that are found in Northup which are tautology, overstatement, understatement, metaphor, and irony. The most used reason is conflictive.

From all the seventh research above, there are several differences and also similarities with this analysis. From the first analysis, the difference is from the source of data which is from the movie while this research was using talk show, the similarity is from the aim, and they analyzed about the type and reason same with this research. The second research is different from the aim, which they analyzed about the violating also. The third research is different from the source of data which is from the source of data from field research. The fourth is also analyzing about the field research in the classroom with the same analysis that is type of flouting maxim. The fifth is analyzing from the movie which is different because this research was using talk show. The sixth analyzing is from the comic. The similarity with this research, they used the same theory Grice and Thomas to their research.

2.6. Conceptual Framework

The approach was using Yule theory and cooperative principle is head of flouting maxim. For the type it used Grice theory and reason using Thomas theory.

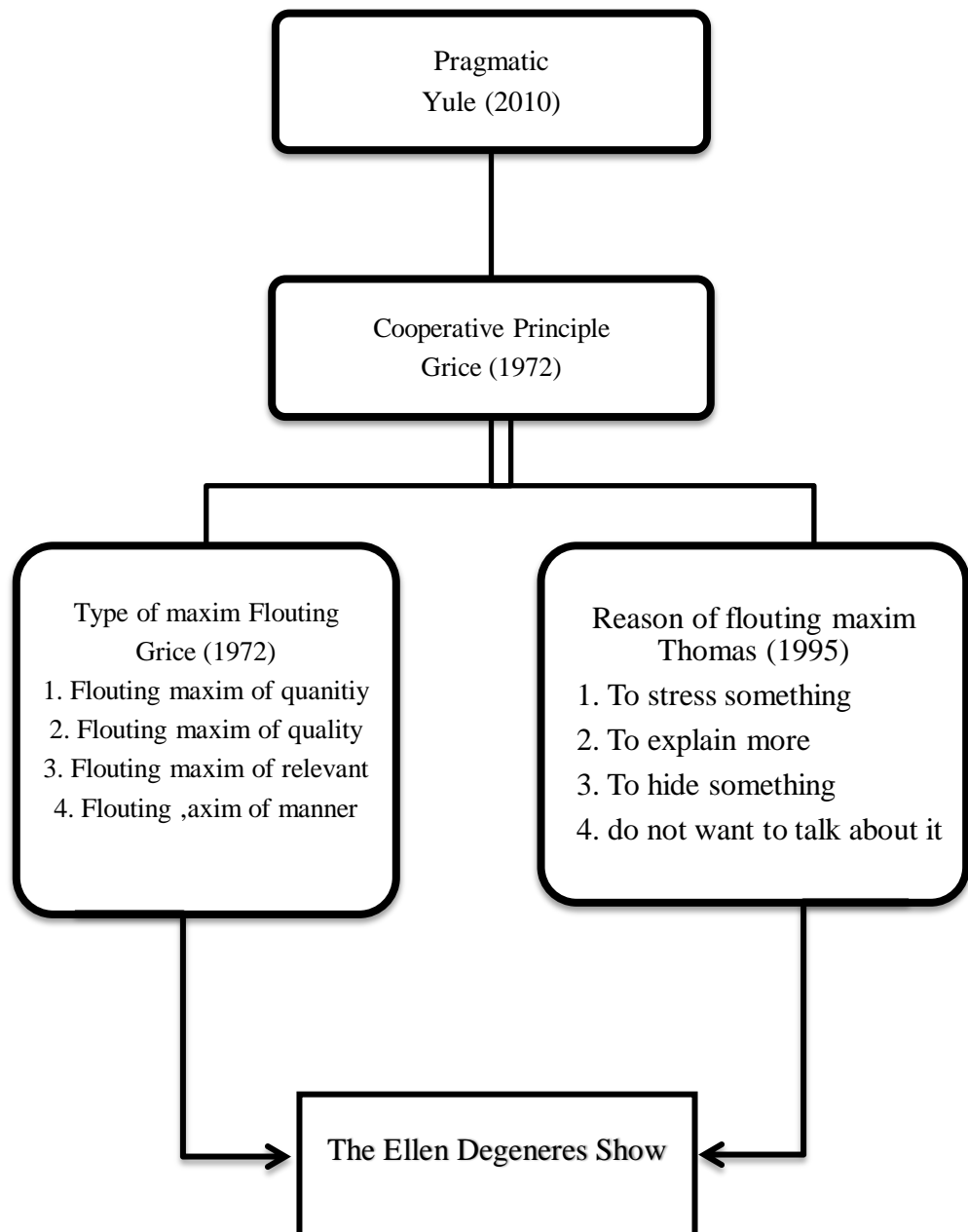


Figure 1: Conceptual framework of flouting maxim.

CHAPTER III

METHOD OF RESEARCH

This chapter contains the research method that applied in constructing the research. The research method was used to solve a problem or phenomena that writer saw. In this chapter the researcher discussed about the research design, what method in the collecting the data to investigated, how the researcher analyzing the data, and also presenting the result from analysis.

3.1. Research Design

Based on the phenomenon that has been discussed in chapter 1, the researcher analyzed the research questions by using the method to solve this case. A method is a kind of systematical work plan in order to make the research work become easier, so that it can achieve its main purpose (Sudaryanto, 1993).

There are three types of research methods; they are quantitative methods, qualitative methods and mixed research methods (Creswell, 2009). But researchers use qualitative methods that focus on producing descriptive information in the form of written or oral words. Descriptive data is actually data that is in the written words or words of someone to be analyzed. In conducting this research, researchers used qualitative research and existing data in the talk show "The Ellen DeGeneres".

3.2. Object of the Research

Object of the research is important in the research in order to get the result scientifically. The researcher must be careful in deciding the data used in this study. The object of the research was about flouting maxims that was taken from the sources of the utterances between Ellen and her guests during the talk show in The Ellen Degeneres talk show. The range of data was taken from 1st December 2019 until 5th March 2020.

3.3. Method of Collecting Data

In the process of collecting data, researchers use the method of observation. Based on Sudaryanto (2015), he stated that the observation method is a technique to find out information about human behavior by watching and recording without direct contact. Because of that the researcher uses the method of observation because the researcher watches videos from YouTube. There are two types of techniques used, namely participatory and non-participatory. In participatory techniques, the researcher is involved as participants in collecting data.

Participatory techniques are different from non-participatory techniques. In non-participatory techniques, researchers are not involved in data collection. The researcher found data related to the flouting maxim on talk show. In this study, the researcher used non-participatory techniques to collect data because the researcher did not have a conversation and no one was involved. There are several procedures that researchers will carry out in collecting data.

1. The first, the researcher opened the application of YouTube.

2. Second, finding the “The Ellen DeGeneres Show” talk show account.
3. Third, choosing which episode that the researcher wanted to find that is contained with the utterance of flouting maxim.
4. Watching “The Ellen DeGeneres Show” talk show.
5. The researcher focused on collecting the data related to the flouting maxim.
6. Finally the researcher classifying the data in to the types of flouting maxim
7. Them the researcher analyze the reason why the speaker flouting the maxim.

3.4. Method of Analyzing Data

In analyzing the data, the researcher applied the theory from Grice's theory and Thomas' theory. This theory is applied using the method of Sudaryanto (2015), that is by using the Pragmatic Identity Method. Pragmatic Identity Method is a method based on contextual situations. It is used because this research analyzing the types of maxims and the reasons why they flouted maxim.

There are several procedures, the steps taken in the process of analyzing data in this study are as follows.

1. The first the researcher classified the types of flouting maxim based on Grice's theory and the reason of flouting maxim based on Thomas' theory.
2. When the classification process finished the researcher starts to analyze the data.

3. In analyzed the data the researcher described the situation taken on the conversation first.
4. Then the researcher analyzed the data by explains every datum to answer the research question based on the theory of flouting maxim by Grice and Thomas.
5. The researcher explains every utterance by using the theory of Sudaryanto that is pragmatic identity method.
6. The data were described to answer those categories based on research question.
7. The data was rechecked again.

3.5. Method of Presenting the Result Analysis

After conducting the analysis, the next step is to present the results of data analysis. Sudaryanto (2015) stated that there are two methods for presenting results analysis; namely informal and formal. In this analysis, the researcher used the informal method because the informal method refers to the method of presenting the analysis of results using words: it means the findings can be explained using words or sentences. Also presented the results of the analysis using informal methods to present the data analysis. The results were presented using words and sentences and make the reader easy to understand.