

**AN ANALYSIS OF MAXIM USAGE IN GUESTS'
UTTERANCES AT SELERA RESTAURANT;
A PRAGMATIC APPROACH**

THESIS



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**ENGLISH LITERATURE DEPARTMENT
PUTERA BATAM UNIVERSITY
2017**

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



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PUTERA BATAM UNIVERSITY
2017**

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DECLARATION OF THE THESIS ORIGINILATY

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AN ANALYSIS OF MAXIM USAGE IN GUESTS' UTTERANCES AT SELERA RESTAURANT; A PRAGMATIC APPROACH

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Batam, March 22nd, 2017

Neti Kurniati
(131210070)

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Batam, March 22nd, 2017

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ABSTRAK

Manusia berkomunikasi dengan menggunakan bahasa, itu berarti dalam komunikasi, bahasa memiliki peran penting dalam kehidupan kita. Ini adalah ekspresi dari komunikasi yang membawa pengetahuan, keyakinan, dan perilaku yang dapat dialami, menjelaskan, dan berbagi. Menurut Grice (1975), orang-orang seharusnya mematuhi maksim-maksim tersebut untuk memiliki komunikasi yang efektif tanpa miskomunikasi. Bahkan, orang kadang-kadang mencemoohkan maksim. Ada Prinsip Koperatif yang menyediakan beberapa aturan untuk percakapan. Ini mengontrol peserta dalam melakukan percakapan. Ilmu yang mempelajari tentang hal ini, yang disebut pragmatik. Penelitian ini dilakukan untuk analisis penggunaan maksim dan maksim yang paling banyak digunakan dalam ucapan para tamu. Teknik pengumpulan data yang digunakan oleh penulis adalah metode observasi dan dijelaskan secara deskriptif kualitatif. Data dianalisis dengan menggunakan buku, website, dan dokumen-dokumen untuk data teoritis dan menggunakan metode referensi, penerjemahan dan pragmatik. Frekuensi dan persentasi penggunaan maksim percakapan Grice dalam ucapan-ucapan para tamu dari dua puluh lima data yang dianalisis, menunjukkan hasilnya; maksim kuantitas digunakan tiga belas kali, mencapai 52%, maksim kualitas digunakan tiga kali, mencapai 12%, maksim hubungan digunakan delapan kali, mencapai 32%, dan maksim cara yang digunakan sekali, mencapai 4%. Sejalan dengan ini, penggunaan maksim kuantitas berada paling tinggi, diikuti oleh maksim hubungan, maksim kualitas dan maksim cara.

Kata Kunci: Maksim, Ucapan, Pragmatik

ABSTRACT

Humans communicate by using language; it means in communication, language has an important role in our life. It is the expression of human communication which will bring knowledge, belief, and behavior which can be experienced, explained, and shared. According to Grice (1975), people should obey those maxims in order to have an effective communication without any miscommunication. In fact, people sometimes flout the maxims. There is Cooperative Principle which provides some rules for conversation. It controls the participants in doing conversation. The science which learns about this, called Pragmatic. This study was made to analyze the use of the maxims and find out the most maxim usage. The technique of collecting data that applied by the writer is observation method and described by qualitative descriptive. The data are analyzed by using referential, translational and pragmatic method. The frequency and percentage of usage of Grice's conversational maxims in guests' utterances from the twenty five data analyzed, shows the result; the maxim of quantity is used thirteen times, receiving 52%, maxim of quality is used three times, receiving 12%, maxim of relation is used eight times , receiving 32%, and maxim of manner is used once, receiving 4%. In line with this, maxim usage of maxim of quantity places highest, followed by maxim of relation, maxim of quality and maxim of manner.

Keywords: Maxim, Utterances, Pragmatic

MOTTO AND DEDICATION

MOTTO

So verily, with hardship, there is relief

(Al-Inshira 94:5)

DEDICATION

This thesis is proudly dedicated to

All women in this entire universe who still study and

ignore the others opinion that said

“Woman will only stay at home to care the kids, so they do not need high
education”

Let us read this again and again

“High education is not just about to get better job or higher position, it is more
than those things”

Then,

Listen this

“Educative mothers will raise the educative children”

And

“There is nothing that is useless; every single thing in this universe has its own
value”

ACKNOWLEDGMENT

All praise to Allah SWT the lord is merciful and compassionate who has been blessed in completing this thesis entitled “An Analysis of Maxim Usage in Guests’ Utterances at the Selera Restaurant; A Pragmatic Approach”. The researcher would like to say thanks to her father Mr. Muhammad Said Kadir and her mother Mrs. Kadir for the love, inspiring and blessing given to her endlessly in her life, wish both you are happy in heaven. The researcher also wishes to express her gratitude and appreciation to Mrs. Ance Jasmaya as her advisor who has contributed her ideas and times in arranging this thesis, then for her very single endless support and patient during guiding the researcher to finish this paper.

Furthermore, the researcher would like to express her sincere gratitude to all people who involve both directly and indirectly especially to:

1. Nur Elfida Husda, S.Kom., M.SI., Rector of Putera Batam University
2. Drs. Zakkriminal, M.SI., Dean of Faculty of Putera Batam University
3. Emil Eka Putra, S.S., M.Hum., Head of Study Program of Putera Batam University
4. All lectures of English Department, for their knowledge, motivation and suggestion during her study at Putera Batam University
5. My beloved family who always support my decisions and love me which make feel wanted among them and even among people in this entire universe
6. My adorable Nongsa’s squad, for every single support and prayer, you are always amazing for me, thank you for always be there in the hard times
7. For all of staff Nongsa Point Marina and Resort, especially Food and Beverage Service, thank you so much for all of your understanding me, thank you so much always be my family, you all are truly my family in different blood

8. For all my entire classmates, for all our laughs and tears, all of you are amazing for me, I have learned much from all of you, and class will never be same without you, guys. You all will be missed
May Allah gives mercy, peace, and love for all of you. Amin.

Batam, March 22nd, 2017

(Neti Kurniati)

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

Humans communicate by using language, it means in communication, language has an important role in our life. It is the expression of human communication which will bring knowledge, belief, and behavior which can be experienced, explained, and shared. So, as humans being, language will be the guide of conversations in life.

It is nearly impossible to go through a day without the use of language in a communication. Talk about language, it will talk about linguistic as well, which linguistic is the science of language, including the sounds or signs, words, and grammar rules. It means linguistic has important for using of language.

A communication will run well since people understand each other with their communicative language. Sometimes, some words will be more than just what the words mean, they will convey meaning which depend on the context. For example in a restaurant, a waitress brought food, a portion of fried rice which is named "Nasi Goreng Marina" for the guest. Then, she approached the guest and said "*Excuse me, sir, Nasi Goreng Marina?*", and the guest answered "*Yes, thank you*". Here, there is implied meaning of "*Nasi Goreng Marina*".

They talk in context of restaurant activities, thus they understand each other. If it brings to lexical meaning which means they talk each other based on what the sentences occurred, then they say those utterances and without intend to

follow the context, which would be funny when we said *"Nasi Goreng Marina"* then someone said "Yes", it seem like the person who answered "Yes" is a portion of fried rice.

Moreover, if the sender and listener are in the same context, their communication will be done well. All the statements including explanations even questions from the sender will be responded by the listener with informative and as much as required from the sender. For the example, the waitress approached the guest and brought the food which was ordered by the guest and asked *"Excuse me, sir, wedge potatoes?"* then the guest answered *"yes, thank you"*, the waitress said *"would like anything else, sir?"* then the guest answered *"No, I am good, thank you"*. Here, it could be seen the conversation which has brought the principle in conversation.

The first example above is actually talking about the pragmatics, because this conversation clearly depends on not only recognizing the meaning of the words in an utterance, but on what speakers mean by their utterances. In conversation above, the receiver understands toward what the sender meant. Then, the second example is talking about cooperative principle which is part of pragmatics. It can seem from the answer of the guest. The waitress said *"would you like anything else, sir?"* the guest answered *"No, I am good, thank you"*. In pragmatics, response such it is called cooperative principle of conversational which the contribution of the sender is informative as required. The listener answered by statement which was so clear and informative, so it is as required for the staff on their conversation. Look at the sentence above, it could be said that concept of

those conversations on that example relate to usage of maxim of quantity. It can be seen from the answer of the second party was informative as required and expected from the first party.

Based on all explanations above, cooperative principles mostly can be found in daily conversation and people's utterances, especially in formal activities which giving the informative statements is required. Such as explained before, the second conversation in restaurant has brought in cooperative principle. It could be seen from how the guests stated with informative to the waitress. Furthermore, restaurant contains lot of utterances, such as ordering, asking and complaining which needs knowledge about pragmatics and cooperative principle to make good conversation. Participants of the conversation will understand at each other, so they need to usage of cooperative conversation. As the guests who ask what they want or need, they should speak clearly, so the staff will understand what they want or need, then anything they wish could be come true. These communications exactly need support each other.

Based on analysis of the researcher, there are many researches and journals which have been published in this country and even overseas that discussed about this research. Such as revealed by other researchers before, a teacher of one of university in Purwokerto, (Listiani, 2005) Listiani, who did the research in 2005 about "Analysis of Conversation Implicature in Pariah Movie Episode of Smallville Serial Movie" that was taking the data from the conversation of movie which has been written from the writer of the movie. So, this was not naturally coming from the utterances of the actors and actress.

There is a research from (Nababan & Zainuddin, 2014) about “An Analysis of Conversational Maxims in Dr. Oz Talk Show” that was looked more naturally, which was taking from utterances of conversations between the host and the guest in that talk show. But, in this second research, the researcher was not involved directly to the conversation. Thus, the researcher is interested to do research about maxim usage which was naturally and the researcher was interested to be involved in that conversation.

Therefore, the research about maxim usage in guests’ utterances is not common in around university that has English Literature class, especially in Batam. This research happened by randomly natural conversation between first party as the researcher and second party as the guest. That is why this research is important to be researched and was more interesting than two researchers as mentioned before

In this research, the researcher is more interested to take the data from hospitality industry which is Selera Restaurant. There are many conversations happened in a restaurant. All the researcher needs is natural occurring data, because utterances are naturally will be said by people without any script or the third parties such as in novel or movie, so easily it could be interesting to be researched.

The researcher was interested to do research in Selera Restaurant which is in Nongsa Point Marina and Resort, it is the third best restaurant in Nongsa based on site *Tripadvisor*, official world’s largest travel site, because there are many guests come to this restaurant and mostly they are from other countries which

they use English language as tool for their communication. The researcher has found many English utterances from this restaurant easily. So, this restaurant is perfect object for the researcher to get the data.

1.2 Identification of the Problems

The research actually as staff of Selera Restaurant of Nongsa Point Marina and Resort has found some cooperative principles in her conversation with the guests. The cooperative principle is assumption in a conversation and utterance which normally exist to be informative, truthful, relevant, and clear. By giving the required information and response toward it straightly, the speaker and the hearer can understand each other's utterances and their conversation becomes smoothly. They can manage to achieve a successful conversation by applying fulfilled the cooperative principle. Then by this way, the speaker allows the hearer to draw the assumption about speaker's intention and contextual meaning.

Moreover, actually in this research the researcher analyzed kinds of maxim usage in guests' utterances that occur in conversation. So, the researcher observed those utterances to indicate the maxims. These maxims that occur, probably, there is the most maxim that occur in their utterances that can be found which shown by analyzing of the researcher.

Therefore, from their utterances, the researcher thinks to know how the researcher analyzes maxim usage to make more understanding of these Cooperative principles and how the hearer's understand of speaker's utterances. Then, the researcher is interested to know how many guests who uses maxim in

their utterances. This research has been done directly from the researcher as the observer toward the object of this research. So, this research was clearly involved by the researcher.

1.3 Limitation of the Problems

As mentioned before, the researcher has explained the cases that will be analyzed in this research which about Cooperative Principle by Grice, there are four kinds of maxim. To ensure this research will not to be wide from the focus of the problem self, based on the problem above, the researcher decides to limit focusing of the problems, they are;

1. The kinds of maxim usage in guest's utterances at Selera Restaurat
2. The most maxim usage in guest's utterances at Selera Restaurant

1.4 Formulation of the Problems

Based on the identification and limitation of the problem as mentioned above, the researcher would like to describe about the formulations, those formulations of the problems are presented as follow:

1. What are kind of maxim that use in guest's utterances at Selera Restaurat?
2. What is the most maxim usage in guest's utterances at selera restaurant?

1.5 Objective of the Research

In line with the problems stated above, the aims of this research are expressed as follow:

1. To analyze kinds of maxim usage in guest's utterances at Selera Restaurant
2. To find out the most maxim usage in guest's utterances at Selera Restaurant

1.6 Significance of the Research

The result of this research is expected to be useful theoretically and practically. The significances of this research are:

1. Theoretical Significance
 - a. This research is expected to apply the theory of Cooperative Principle rightly moreover it could be the useful linguistic writing
 - b. This research is supposed to be reference for future researchers with similar topic to provide information as support to their studies
2. Practical Significance
 - a. This research is supposed to present more comprehensive and interesting view of Gricean Theory including its application into people's utterances for future researchers and general readers
 - b. This research is expected to provide better understanding and clear view toward Gricean Theory, especially Cooperative Principle theory to the readers so could be practiced in daily activities to build cooperative conversation

1.7 Definition of the Key Terms

Maxim: A short, pithy statement expressing a general truth or rule of conduct. Herbert Paul Grice, developed a mode of interaction for successful communication called the Cooperative Principle (CP) and its maxims based on ordinary language philosophy. The CP has been mentioned in many pragmatics works such as Yule (1996) and Grundy (2000) for its influence on the field of pragmatics. Grice (1975) proposes that participants in a conversation obey a general 'Cooperative Principle' (CP), which is expected to be in force whenever a conversation unfolds: "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".

Utterances: In linguistics, an utterance is a unit of speech. Moreover, in phonetic terms, an utterance is a stretch of spoken language that is preceded by silence and followed by silence or a change of speaker. (Phonemes, morphemes, and words are all considered "segments" of the stream of speech sounds that constitute an utterance).

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORITICAL FRAMEWORKS

2.1 Pragmatics

Pragmatics can be usefully defined as the study of how utterances have meanings in situations. This type of study necessarily involves the interpretation of what people mean in a particular context and how the context influences what is (Thomas, 1995) explains that meaning in semantic is the dictionary meanings of words or phrase, while meaning in pragmatics is the speaker's intention. In addition, (Aitchison, 1995) emphasizes that in a narrow sense pragmatics investigates how listeners get the intended meaning of the speakers, whereas in a boarder sense it concerns with certain principles followed by interlocutors when communicating each other.

Moreover, (Peccei, 1999) the focus of pragmatic analysis is on the meaning of speaker's utterances rather than the meaning of words or sentences. It concentrates on aspect of meaning that cannot be predicted by linguistics knowledge about physical and social world. Thus, pragmatic has different meaning and it focuses and connects to the speech situations.

Pragmatics is the study of "invisible" meaning, or how we recognize what is meant even when it is not actually said or written(Yule, 1996). In addition, Griffith says pragmatics is concerned with the use of tools in meaningful communication (Griffths, 2006). So, pragmatics is study about how people

understand of meaning not only by what said or written but also by interpreting the situation and context which hides another meaning. Those words mean pragmatics plays more in context and situation than just in what said and written by the first party.

Based on all explanations about pragmatic from the experts above, the researcher conclude that pragmatics is the study of how to make meaningful communication by interpreting speaker's utterances and intentions which has invisible meaning and not only about what is said or written, but it focuses in contextual and situational to get the intended meaning.

2.2 Grice's Theory of Cooperative Principles

In our daily life, people use language to share ideas, thoughts, experiences and feelings. People also argue, answer, and ask or even command by using language. In normal situation, both the speaker and listeners say something directly and indirectly. While people speak directly, they use language explicitly. Conversely, when people speak indirectly, they use language implicitly and may hide the real message. There is a situation when speakers intend something to get across to the listener in order to get some effects.

People use language based on what topic that they discussed, for example talking politics will be different from discussing economics. Each individual has to consider who his/her listener is and what situation he/she faces, therefore both participants can achieve their purposes and the communication runs well. A basic underlying assumption people make when they speak to one another is that they

are trying to cooperate with one another to construct meaningful conversations. This assumption is known as the cooperative principle. As stated Grice (Grice, 1975) “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”. It means, the speaker should contribute meaningful and productive utterances to further conversation. Then, following that, listeners assume that the conversational partners are doing the same.

Here is an example of cooperative principle.

A: Would you like to order anything else?

B: No, I am fine. Thank you.

In the above example, the second party gives response as the first party expected. The response is informative and required for their conversation.

Furthermore, Grice (1975) outlines an approach to what he termed conversational implicature – how hearers manage to work out the complete message when speakers mean more than they say. The conversational implicature is a message that is not found in the plain sense of the sentence. The speaker implies it, while listener is able to infer (work out, read between the lines) this message in the utterance, by appealing to the rules governing successful conversational interaction. While communicating, people choose appropriate contexts of a conversational interaction in order to talk cooperatively. Otherwise, they may fail to present ideas and experiences.

Gricean cooperative principle focuses on how people operate their utterances. Schiffrin (Schiffrin, 1994) points out that it is important for us to

understand the first concept of Gricean principle relating to a speaker's meaning in which case not only focusing on the distinction between two kinds of meaning – semantics and pragmatics – but also concerning on human communication.

The principle first arises from Grice's idea about literal and non-literal meaning of a speaker's meaning since as speakers, do not always convey ideas straightforward as the listener may require. Intentions are sometimes expressed indirectly. That is why sometimes people do not fully catch and understand what they are talking about for the reason that they have different way in revealing the intention and answering people's questions or requests.

According (Purwo, 1990) Hymes stated that a number of contexts influence the meaning of utterance in an interaction. It helps us to interpret the speaker's intention. There are some kinds of context such as place, time, and topic. Time and place will influence what and how people use their languages. Choosing a certain topic makes our interaction go smoothly. So, it is important for us to consider the context in order to make a cooperative communication.

In addition researchers should consider the context in which the participants act and feel but must take account of their own location in time, space, and culture to understand the characters' intention. There is a set of conversational rules, which govern our conversations. According to Grice (1975), they are called maxims.

In conclusion, this theory assumes that the participants of the conversation should follow certain rules and patterns in their conversations; consequently, they

are expected to make their utterances informative and relevant. Thus, cooperative principle must be involved in the conversation to get the intended meaning.

2.2.1 Observance of Gricean Maxims

A basic underlying assumption people make when they speak to one another is that actually they are trying to cooperate with one another to construct meaningful conversations. This assumption is known as the cooperative principle as stated by Grice (1975). “Make your conversational contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged”. In realizing the cooperative principle, Grice (1975) comes up with the following maxims of conversation. A maxim is kind of like a rule of thumb. But these rules are not as hard and fast as the cooperative principle:

- a. **Quantity:** Make your contribution as informative as is required (for the current of the exchange). Do not make your contribution more informative than is required.
- b. **Quality:** Do not say what you believe to be false. Do not say that for which you lack adequate evidence.
- c. **Relation:** Be relevant.
- d. **Manner:** Avoid obscurity of expression. Avoid ambiguity. Be brief (avoid unnecessary prolixity). Be orderly.

The least interesting case, (Thomas, 1995) is when a speaker observes all the maxims as in the following example:

Husband: Where are the car keys?

Wife: They're on the table in the hall.

The wife has answered clearly (Manner) truthfully (Quality), has given just the right amount of information (Quantity) and has directly addressed her husband's goal in asking the question (Relation). She has said precisely what she meant, no more and no less, and has generated no implicature (i.e. there is no distinction to be made here between what she says and what she means, there is no additional level of meaning).

The simplest way to think of Grice's maxims is general rules we follow in conversation. In short, those maxims specify what participants have to do in order to converse in maximally efficient, rational, co-operative way: they should speak sincerely, relevantly and clearly, while providing sufficient information.

Levinson (Levinson, 1983) says that hearers are able to infer meanings as a result of the extent to which speakers' utterances appear to satisfy their expectations with respect to informative (quantity), well-founded (quality), relevance (relation) and clarity (manner). What is conveyed, therefore, consists of what is said (entailments), and what is implied (implicatures).

2.2.2 Maxim of Quantity

The maxim of quantity relates to the amount of contribution to the coherence of conversation. This maxim is concerned in giving information as it is required and is not giving the information more than it is required.

Grice (1975) clarifies that the maxim of quantity has sub-maxims, i.e.: "Make your contribution to the conversation as informative as necessary!" and

“Do not make your contribution to the conversation more informative than necessary!”

Grice (1975) briefly gives the example of observance of the maxim of Quantity as in the following illustration:

“If you are assisting me to mend a car, I expect your contribution to be neither more nor less than is required, at a particular stage I need four screws, I expect you to hand me four, rather than two or six”

Based on the illustration above, the researcher concludes that maxim of quantity must relate to the quantity of information which will be said by the speaker. If someone asks one question, the speaker is expected to answer it by one informative answer and as required and expected by the hearer. The observance of the maxim of quantity is exemplified in the following example

A: Did you go to his concert last night?

B: Yes, I did

The boy has given just the right amount of information. He has said precisely what he meant, no more and no less, and has generated no implicature (i.e. there is no distinction to be made here between what she says and what she means, there is no additional level of meaning). Thus, in usage of maxim of quantity, the amount of responses as required is the point. The second party is not expected to give less or more information than the first party as hearer expected.

2.2.3 Maxim of Quality

The maxim of quality suggests to the speakers to valid contribution with certain evidence. Grice (1975) suggests that a conversation should be genuine and

sincere and speak the “truth” or facts. He formulates this maxim as; “Do not say what you believe to be false!” and “Do not say that for which you lack adequate evidence!” On the other words, both sub-maxims require the conversational members only say the truth. Grice (1975) briefly gives the example of observance of the maxim quality as in the following illustration:

“I expect your contribution to be genuine and not spurious. If I need sugar as an ingredient in the cake you are assisting me to make, I do not expect you to hand me salt; if I need a spoon, I do not expect a trick spoon made of rubber”

Based on the illustration above, the researcher concludes that maxim of quality is maxim which focuses on the truth and knowledge of the speaker is important thing in this maxim. The second party must say as the truth and facts of the conditional. The first party is expected to get facts and truth from the second party.

There is a following sentence of maxim of quality:

A: Where is the Eiffel tower located?

B: In Paris

Here, contribution of the second party as giving response is a truth of the answer. The response was clearly true and providing adequate evidence of the statement. So, in maxim of quality, the speaker should say something or answer the questions based on what they really know, if they hesitate their answer would be false, they shouldn't do it.

2.2.4 Maxim of Relation

The maxim of relation suggests that utterances should be relevant to the context of the conversation. In Grice (1975) outlines that, speakers should “be relevant”, i.e. say things related to the current topic of the conversation. Grice (1975) briefly gives the example of observance of the maxim of relation as in the following illustration:

“I expect a partner’s contribution to be appropriate to immediate needs each stage of the transaction; if I am mixing ingredients for a cake, I do not expect to be handed a good book, or even an oven cloth (though this might be an appropriate contribution at a later stage)”

Based on the illustration above, maxim of Relation is maxim which focuses on the relevant of the topic and the statement or answer from the speaker. The conversation exactly must be relevant, which can make the conversation run well. Thomas (Thomas, 1995) confirms that the maxim of Relation is exploited by making a response and observation which is very obviously irrelevant to the topic in hand e.g. by abruptly changing the subject, or by overtly failing to address the person’s goal in asking a question. Here is the example of maxim of Relation:

A: How are you doing today?

B: I am doing well today, thanks

The response of the question is relevant to what the first party asking about. This utterance is fulfilled the maxim of relevance cause the answer is relevant to the questions. Thus, the focus on the maxi of Relation is about the relevant from the statement of the second party to first party.

2.2.5 Maxim of Manner

The maxim of manner suggests that speakers have to try presenting meaning clearly, concisely orderly, and avoid ambiguity and obscurity of expression. Grice (1975:46), then, breaks it down into four subordinates:

1. Avoid obscurity of expression;
2. Avoid ambiguity;
3. Be brief (avoid unnecessary wordiness) and; (
4. Be orderly. Shortly, this manner requires the speakers to speak directly, orderly, not ambiguous and not exaggerating.

Grice (1975) briefly gives the example of observance of the maxim of manner as in the following illustration:

“I expect partner to make it clear what contribution he is making, and to execute his performance with reasonable dispatch”

Based on the illustration above, the researcher concludes that maxim of manner is maxim which is straight utterances without ambiguity. The speaker must say something without ambiguity which can make the conversation being obscurity. Here is the following for the maxim of manner:

A: What do you think about our lecturer?

B: I really like the way he teaches us.

Every his subject is always easy to understand after his explanation.

In this example, the second party can answer the question of the first party about their lecturer clearly. In usage of maxim manner is focusing on the speaker or second party to response straightforwardly and clearly avoid ambiguity.

As a result, the researcher concludes the kinds of maxim and the example based on Paul Grice Theory (1975) in a table below:

No	Kinds of Maxim	Example
1.	Maxim of Quantity <ul style="list-style-type: none"> • Make your contribution as informative as is required • Do not make your contribution more informative than is required 	<i>A: Did you go to his concert last night?</i> <i>B: Yes, I did</i>
2.	Maxim of Quality <ul style="list-style-type: none"> • Do not say what you believe to be false • Do not say that for which you lack adequate evidence 	<i>A: Where is the Effeil tower located?</i> <i>B: In Paris</i>
3.	Maxim of Relation <ul style="list-style-type: none"> • Be relevant 	<i>A: How are you doing today?</i> <i>B: I am doing well today, thanks</i>
4.	Maxim of Manner <ul style="list-style-type: none"> • Avoid obscurity of expression • Avoid ambiguity • Be brief • Be orderly 	<i>A: What do you think about our lecturer?</i> <i>B: I really like the way he teaches us. Every his subject is always easy to understand after his explanation.</i>

Table 2.1 Observance of Gricean Maxims

2.3 Review of Previous Studies

The researcher has some reviews from other researchers about this field, Maxim violation as reference for researcher self and others. The first is from Dewi Ayu Purwaningsih in 2011 entitled “The Use of Gricean Cooperative Principles in the Radio Program Pro 2 English Time of Pro FM RRI Semarang”(Purwaningsih, 2011). The result are two which sum up the analysis of conversations in the radio program Pro 2 English Time of Pro 2 FM RRI Semarang. (1) There were Gricean cooperative principles maxims in the conversations in the radio program Pro 2 English Time of Pro 2 FM RRI Semarang. (2)The conversations in the above program employed the Gricean cooperative principles in the form maxims of quantity, maxims of quality, maxims of relation and maxims of manner.

On the other hand, the conversations deviated the Gricean cooperative principles maxims in the form of flouting maxims of quantity, flouting maxims of quality, flouting maxims of relation, flouting maxims of manner, infringing and opting out.

The second study is from Rosiana Rizky Wijayanti in 2014 with research entitled “Parents’ And Children’s Use of Cooperative Principle in Despicable Me 2”, and she had some results toward this research (Wijayanti, 2014). First, Gru’s utterance is analyzed by using cooperative principle. Gru not only observes it, but he also fails to observe it. He observes the maxims of cooperative principle because he wants to cooperate with the hearer and he wants to make the conversation flow successfully. He fails to observe the maxims because he has

own intention to the hearer or to the topic of conversation, and he also knows that the hearer has the same knowledge in the context of situation with him. He fails to observe the maxims by using some ways; he violates a maxim, he opts out from the conversation, and he flouts a maxim.

He violates the quality maxim because he does not want to hurt the hearer; he violates the quantity maxim because he is nervous in front of the hearer; he violates the relation maxim because he wants to make the hearer forget the topic, and they are not interested to topic; he violates the manner maxim because he doubts to what he wants to say to the hearer.

He only opts out the relation maxim in his conversation because he wants to signal the hearer that he wants to change the topic of the conversation. He flouts the maxims because he wants to show off something, he wants to refuse something, he does not like the hearer.

Second, the children (Agnes, Edith, Margo) not only observe the maxim of cooperative principle, but they also disobey it. They observe the maxims of cooperative principle because they want to cooperate with the hearer and they want to make the conversation flows successfully.

They fail to observe the cooperative principle by using some ways; they violate a maxim, they opt out from the conversation, and they flout a maxim. They violate the quality maxim because they want to cheer the hearer; they violate the quantity maxim because they are nervous in front of the hearer; they violate the relation maxim because they have own interesting topic; they violate the manner maxim because they are confused with what they want to say. They only opt out

the relation maxim in conversation because they want to signal the hearer that they want to change the topic of the conversation. They flout the maxim because they want to tease the hearer, and they feel annoying.

Third, the use of cooperative principle between adults and children has similarities and differences. There is no difference when they observe the maxim of cooperative principle, and it means they want to cooperate with the hearer in a conversation and they want the conversation flows successfully. They only have similarities and differences when they fail to observe the cooperative principle. The similarities when they fail to observe the cooperative principle occur in all maxims.

They fail the quality maxim they do face saving act; they fail the quantity maxim. They are nervous to talk to the person they really like, they fail the relation maxim because they want to make the hearer forget the topic of the conversation and they are not interested to the topic of the conversation; they fail the manner maxim because they want to emphasize something to the hearer. They are nervous to talk to the person they really like. The differences when they fail to observe the cooperative principle also occur in all maxims.

Adults fail quality because they do not like the hearer and they want to hide the problem, the weakness, the secret, and children fail it because they are asked by the adults. Adults fail the quantity maxim because they worry their children and they want to show off to the hearer, and children fail it because they do not understand the topic of the conversation and they are sleepy.

Adults fail the relation maxim because they want to close the conversation, and children fail it because they are curious about something. Adults fail the manner maxim because they doubt to tell something to the hearer, and children fail it because they fail to interpret the gesture that is given by another participant and they are sleepy. From those similarities and differences, it can be concluded that adults and children have same ability to use the cooperative principle even though they have different intention when they fail to observe it.

The last of reference of this research as previous study is from Nancy Ika Maina in 2013, student of Kenyatta University, which entitled “Business Discourse: Analyses of Adherence of Cooperative Principle in Sales Personnel-Customer Interaction” (Maina, 2015). This research was aimed at describing the types of maxim adhered to in sales personal customer discourse. The objective was to find out the type of the maxim that is adhered during sales personnel-customer business interaction and to find out how the participants do it.

This research used descriptive qualitative research method and the data analyzed by interpreting the conversation between sales personnel and customers. The result was found out that there is adherence of the maxim of quality, maxim of quantity, maxim of manner and the maxim of relevance. However, the maxim of quantity was found out to be dominant type of maxim which was mostly adhered to.

2.4 Theoretical Frameworks

This part presents the theoretical framework underlying of this research. Main theory is taken from Grice (1975) that covers theories of co-operative principle which divided into conversational maxims. Conversational maxims could occur in any object, but in this research, conversational maxims are wished to be occurred in utterances. Some utterances would be observing conversational maxims and some would none observing the conversational maxims.

Observance maxims means there are maxim usage in guests' utterances. There are four kinds of maxim; maxim of quantity, maxim of quality, maxim of relation and maxim of manner. Those kinds of maxims would be analyzed in this research and would be the main focus in this research.

In contrast, in non observance maxims means there is no maxim usage in utterances. The following figure shows the whole theoretical framework:

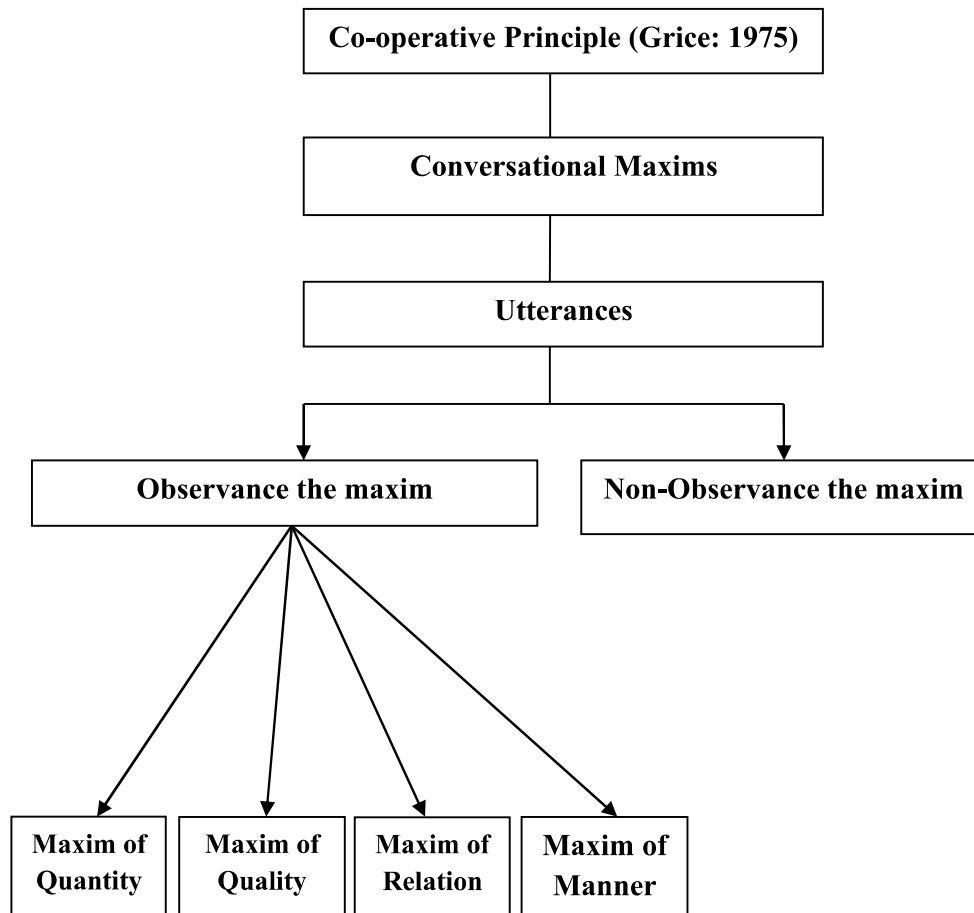


Figure. 2.1 Theoretical Framework

CHAPTER III

RESEARCH METHOD

3.1 Research Design

Kothari (Kothari, 2004) stated that a research design is the arrangement of collections for collecting and analyzing data in a manner that aims to combine relevance to the research purpose with economy in procedure. In addition, Litosseliti (Litosseliti, 2010) explains research design is a framework or scaffold around which we organize our study, but it does not refer to the actual tools we use to carry out our research. According to these statements, it could be say that in a research, research design must be relevance with research problems and purposes and it is a process of planning and conducting the research which covers the procedure of data collection and analysis.

As researcher mentioned in the beginning, this research studies about maxim usage as found in guest's utterances at Selera Restaurant. In this research, the researcher found out maxim usage by these objects that most probably would be appeared. This study adopted qualitative research design and find out maxim usage based on Paul Grice's conversation principle by guests' utterances. Data were natural-occurring and spontaneous because of the nature of the conversation between guests and the researcher. Hence, data considered as authentic as it also reflects everyday life. The approach applied is considered as a part of Pragmatic. The data will be appeared in textual for interpretation part and chart for showing the most maxim usage in guest's utterances.

3.2 Object of the Research

As known, the real conversation happened is when people say directly to each others. The researcher thinks asking and question is an activity in conversation that mostly does maxim usage. In every conversation between guest and staff contains utterances. There are many conversations happened in restaurant, which happened between guest and the staff. As a guest in restaurant, guests always have questions and give statement back to the staff. Guests in Selera Restaurant are the object of this research.

The researcher observed Selera Restaurant and found many guests from other countries and they use English as their language to talk with the staff. For this research, the researcher more focuses in guest's utterances as source data and the data is guest's utterances which contain maxim usage.

This research uses some conversations of staff and guests at Selera Restaurant. These conversation collected by the researcher directly. As explained before, Selera Restaurant of Nongsa Point Marina and Resort is one of the restaurants that have many tourists from overseas countries. Therefore, the chance to have data as the researcher wished was easy

3.3 Method of Collecting Data

Collecting data is the most important in a research, because the purpose of the research us getting the data. (Sugiyono, 2008) In qualitative research, collecting the data could do in natural setting, data primer source, and then collecting data be more in participant observation, in depth interview, and

documentation. In addition, there are many kinds of observation, such observation participative, and observation straightforward and hidden observation, the last is non-structure observation. From these explanations, the researcher decided to take the data by observation participative, especially in complete participation because this method is perfect method for researches which contain natural data. In this method, the researcher did not seem doing a research because the researcher still do activities as usual toward the object. Furthermore, Sugiyono said it means the researcher is a natural participant. This is the highest level of involvement. So, from this collecting data, the researcher was naturally involved in the object's activities because she did her activities in restaurant as usual as she does it every day.

In this research, the researcher also observed and examined the data source based on its phenomena. The researcher took the data from recording and then did transcript by textual translation. The researcher took the data from September 1st, 2016 until the end of the January 2017. Object the data was the guests in restaurant and all the utterances of the guests were the source data of this research, the data was all guests' utterances of maxim usage.

3.4 Method of Analyzing Data

In order to answer the research questions sufficiently and adequately, data is analyzed via the two theoretical notions mentioned above. The first research question looks at how the guest's utterances observe the four maxims of Grice's (1975) Cooperative Principle. Data is analyzed based on this framework and find out maxim usage in order to observe the answer for the last research question.

In analyzing data, the researcher can use the referential method, translational method and pragmatic method. In this research, the researcher used the referential method, because the researcher took the experts' definitions and opinions in analyzing the data.

Moreover in this analyzing data, the research used contextual interpretation the textual of the data. Each data, which is in the form of conversation, are analyzed by every day of conversation that researcher chooses. Those data analyzed with their types of maxim usage. The researcher made classification of the data into four groups of maxims. Each day, the researcher put in to table to make be easier in analyzing the data as arranged as per classified self.

3.5 Method of Presenting Result Analysis

As mentioned above, all of data made classification of the data into four groups of maxims. Researcher explained each maxim usage in to paragraph. In addition, the researcher explained by percentage, as known, the researcher has many data which was collected and maxim usage of the object. From this method, the researcher explained about maxim usage in guests' utterances and made percentage for each maxim.

However, this presenting presented in a pie chart to ensure the result of the most maxim usage in guest's utterances. By this chart, the researchers and readers are easy to understand the result of analysis data which give. Finally, the conclusion of the study and suggestion for future research presented at the final part of research.