

**AN ANALYSIS OF FLOUTING MAXIM IN JIMMY  
KIMMEL'S LIVE TALK SHOW: PRAGMATICS  
APPROACH**

**THESIS**



**By:  
Ellen Adventina Sihotang  
161210072**

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

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



**By:  
Ellen Adventina Sihotang  
161210072**

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2020**

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Yang bertanda tangan di bawah ini saya:

Nama : Ellen Adventina Sihotang

NPM : 161210072

Fakultas : Ilmu Sosial dan Humaniora

Program Studi: Sastra Inggris

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Ellen Adventina Sihotang  
161210072

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I, Ellen Adventina Sihotang, NPM No. 161210072

Here with declare that the thesis entitled:

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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.

Batam, 15<sup>th</sup> February 2020



Ellen Adventina Sihotang  
161210072

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**By:**

**Ellen Adventina Sihotang**

**161210072**

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

**Batam, 15<sup>th</sup> February 2020**



**Mhd. Johan, S.S., M.Hum.**

## **ABSTRAK**

Penelitian ini menjelaskan studi tentang pragmatik dengan spesifik tentang pelanggaran maksim yang ditemukan dalam acara yang disiarkan secara langsung oleh Jimmy Kimmel di stasiun TV Amerika. Tujuan dari penelitian ini adalah untuk mengetahui jenis pelanggaran maksim dan alasan mengapa tamu melanggar jenis maksim dalam acara Jimmy Kimmel. Pelanggaran maksim yang dapat ditemukan berupa ucapan yang berisikan pelanggaran pelanggaran dalam komunikasi oleh Jimmy 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 “Jimmy Kimmel,” 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 Jimmy. Sembilan data untuk jumlah pelanggaran maksim kuantitatif, satu untuk maksim kualitas, dan dua untuk maksim yang relevan dan dua untuk maksim cara. Alasan pelanggaran maksim juga beragam seperti memberikan terlalu banyak tambahan informasi, tidak relevan dengan apa yang ditanya 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 study describes a study of pragmatics specifically about flouting maxim found in the talk show by Jimmy Kimmel. 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 Jimmy Kimmel show. Flouting of the maxims can be found in the utterances that contained flouting maxims between Jimmy and his guests. Theories used in this study are Grice and Thomas. In this study, researchers used a qualitative descriptive method. Data collection method is observation. The steps taken by watching the video through the YouTube account "Jimmy Kimmel," 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 show that there are four types of maxims found in talk shows. Ten data for the number of flouting maxim of quantity, two for the quality maxim, and one for the relevant maxim and two 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 Jimmy Kimmel 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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(Ellen Adventina Sihotang)

161210072

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# CHAPTER I

## INTRODUCTION

### 1.1 Background of the research

Humans are social beings and need to have interaction with the others by doing conversation. Doing conversation with the help of exchanging of information by speaking contextually is one of the keys to get the cooperative principle. According to Mugheri (2018), the context has to be conducted by a speaker and a listener to prevent any misunderstanding from their communication and tries to make his speech is always relevant with the context, clear and easy to be understood without spending time when talking to the other person. In this case, nowadays there are still people who disobeying the rule with do not contribute to the conversation and they do not give the appropriate answer based on what the speaker asks. Whereas the people should participate in a conversation such as telling the truth, being relevant, and trying to be as clear as they can in order to make the conversation run smoothly. When people obey the maxim, this can be called as observed maxim.

Observed maxim is a condition when the speaker observe the cooperative principle, and that is the knowledge of the four maxims that follow hearers to draw inferences about the speaker's intention and implied meaning (Cutting, 2002) There are four cooperative principles. Grice stated several maxims of cooperative principle, such as: maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner. The speaker can deal with these four maxims in

several ways such as that they can follow them, flout one of them, violate them, opt out of one of them or infringe them.

Infringing, violating, opting out, suspending, and flouting are the opposite from the observed maxim, or it is known as non-observed maxims. Thomas (1995) said that when the speaker intentionally fails to observe a maxim, the purpose may be to effectively communicate a message. From these non-observed maxim, it will be focused on flouting maxim. Flouting is able to be said as the maxim that does not generate implicit meaning within them. Non-observed maxim can affect the condition of the speaker but sometimes the listener doesn't know about the speaker's feeling. According to Cutting (2002), flouting happens when a speaker fails to observe a maxim in which they have intention. Therefore, the speaker does not purpose to mislead the hearer but they believe that the hearer knows what it means. When flouting is working, it may be to effectively communicate a message. It can be concluded that in doing conversation, knowing the context and how to respond the utterances are needed.

Understanding which flouting maxim that people breaking up have relation to the types of flouting maxim itself. Grice (as cited in Birner, 2012) stated that the flouting maxims consist of four maxims. They are flouting maxim of quantity, quality, relation, and manner. Each of them covers one aspect of linguistics and describes the different types with showing disrespect to the maxim when the listener does not give the answer of what the speaker expected or the listener gives the answer more than the speaker expected.

These four flouting maxims are also important to know besides disrespect to the maxim, these are also suggested to express people's speech impolitely and saying rude speech. Meyer (2009) stated that when a maxim is "flouted", the utterance gives an interpretation that goes beyond the word are spoken and sometimes make a rude speech. For example if the people give too much information and additional which are not necessary needed or overload information, it can make the person's meaning that is not appropriate form what they talk about because sometimes the speaker expects the appropriate answer in their conversation.

The study about flouting maxim has been conducted by many people. There are two researches that continuing about flouting maxim. The first study about flouting maxim was done by Affifatusholilah (2016). The title is about *Flouting Maxim by Sherlock Holmes and Dr. Watson in TV Series of Sherlock season 1*. The aims of this paper are to describe types of maxims that are flouted and how the maxims are flouted by Sherlock Holmes and Dr. Watson season 1. They analyzed the utterances which are constructed in crime drama television series in Sherlock TV series season 1. To support their research, they use the Grice's theory. The result of this research, they found kinds of maxims are flouted in the Sherlock TV series season 1 and also concluded that the speakers in the movie flouted maxim of relation by saying something irrelevant with the question to hide the truth, said something too informative and ambiguity.

The second research is from Sedeng (2018) who had the title *Flouting Maxim in BBC Series "Sherlock: A Study In Pink."* This research is different from

this analysis because it analyzed the context of situation behind the flouting maxims produced by the character in Sherlock and the data was taken from the utterance of the characters in “Sherlock: A Study in Pink”. They use the Grice’s theory to prove their research. The result from this analysis found that the most flouted maxim from the collected data is maxim of relation. Another result is about the context of situation behind the flouting maxim occurred in the data. Because by knowing the context, the participant can easily conclude the meaning behind the flouting maxim.

This research is important to be continued for finding out the reason of flouting these maxim. Thomas (1995) said people may fail to observe a maxim because, for example they are incapable of speaking clearly, or because they deliberately choose to lie and cover something. They also want to detail more about something and usually someone tries to explain about something by giving much information and expecting that the hearer will understand more about the topic, lies when avoiding unpleasant circumstances such as punishment or to be forced to study for the rest of the day. After that people also need to know the impact of using this flouting maxim. It can be the positive effect or even the negative effect. Flouting maxim is important to add insight for people who have not known yet that they often flouted this maxim. This research is also to make them aware that sometimes in conversation need rules that will impress the listener with our answers.

Significantly, the research analyzed the types of flouting maxim is discussed in detail. Grice (as cited in Greenall, 2006) stated that flouting maxim of quantity



means not saying enough, say too much. The flouting maxim of quality means do not say the truth and it is not true information. The flouting maxim of relation means people do not say the relevance answer based on what is needed. And the last is the flouting maxim of manner means people do not give the brief, clear, and ambiguous. Through this theory the researcher gives example.

The first example is when someone who has eaten the chocolates and the other speaker said that John was in your room this morning, people will assume that the speaker flouted maxim of relevance, he did not say directly that John ate it but the implicature is 'John ate your chocolates' Finch (2000)

Another example is flouting maxim of quantity as below:

Grace: Do you have time for watching movie tomorrow?

Boy: I have classes all day and I also join the extra-curricular.

In this example, Boy flouted the maxim of quantity because giving too much information, rather than providing a yes or no answer. The reason of flouting this maxim is because Boy actually does not want to watch movie but he avoids to say the truth and refuse directly.

Based on the examples above flouting maxim can be found in some writing such as novel, short story, and movie script. Flouting maxim also can be found directly from social interaction, movie, and TV program or broadcaster. The researcher is interested to find the types of flouting maxim and reason why they flout the maxim in the TV Broadcaster "Jimmy Kimmel's live talk show."

One of the conversation is between Jimmy Kimmel as host, Jim as a guest and Dave Salmoni as the Canadian Tarzan who brings the turtle during the talk show. The conversation showed below:

Jimmy Kimmel: Jim, do you want to grab the celery stick?

Jim: I'll watch

From the conversation it is one of the example of flouting maxim quantity. It is proven from the utterance of the Jim, he does not speak too much just to the point without adding the other information to Jimmy Kimmel. Based on the case and the phenomenon in the talk show "Jimmy Kimmel's live" the researcher analyzed types of flouting maxim in the talk show itself and also the reason of flouting this maxim. Therefore, the researcher interested to take this topic to learn more and telling people about the important of cooperative principles because not all people can know the intended meaning and reason why they spoke too much or irrelevant to the speaker. The data is taken from 1<sup>st</sup> November until 3<sup>th</sup> December. The researcher hopes that this would lead to have a good communication and also can determine the kind of flouting maxim itself.

## **1.2. Identification of Problem**

Based on the research background and the phenomena from the talk show the writer formulates some problems stated below:

1. Knowing the types of flouting maxim that is used in Jimmy Kimmel's live talk show.
2. The reason why people decided to answer the question that break the types of maxim in "Jimmy Kimmel's live talk show."
3. Telling the reader to see the effect of doing flouting maxim where people usually do not think at the first before saying the utterances.

4. Most dominant flouting maxim that is found in this “Jimmy Kimmel’s Live talk show.”

### **1.3 Limitation of the Problem**

Because of limited time, tools, fee and other reason, the researcher limited the problem from identification to focus on two problems only. The researcher focused to answer:

1. The types of flouting maxim used in the “Jimmy Kimmel’s live” talk show.
2. The reasons of using flouting the maxim “Jimmy Kimmel’s live” talk show.

### **1.4 Formulation of the Problem**

Based on the problem above which is limited, the writer formulates the question below:

1. What are the types of flouting maxim used in the “Jimmy Kimmel’s live” talk show?
2. What are the reasons of flouting the maxim “Jimmy Kimmel’s live” talk show?

### **1.5 Objectives of the Research**

According to the problem that researcher has stated above. This research has two objectives as follow:

1. To find out the types of flouting maxim used in the “Jimmy Kimmel’s live” talk show.
2. To find out the reasons of using flouting the maxim “Jimmy Kimmel’s live” talk show.

### **1.6 Significances of the Research**

Significances of the research are the purpose of this research. These purposes are divided by two parts. They are theoretical and practical significances.

#### **1.6.1 Theoretical Significance**

Based on objectives of the researcher mentioned. This research is expected to have benefit to the reader, such as:

1. This researcher will give further information to learning, especially in the types of flouting maxim and reason of flouting maxim usage in the conversation.
2. This research will help to enhance our knowledge, insight, and experience as well as in application of materials science research. Especially in the language study.

#### **1.6.2. Practically**

Practically, this research is expected to be useful for the following parties. First, this research can be implemented in studying English language in linguistics field such as the flouting a maxim that is appeared. Second, this researcher is expected to give more practical contribution for the research in describing the phenomenon of maxim in communication that reflected in Jimmy Kimmel’s live

talk show. The researcher also expects this research can be applied in conducting conversational maxim. This research gives reference to the readers who want to know the types of flouting of maxim.

### **1.7. Definition of Key Term**

- Pragmatics:** Pragmatics is the study of meaning. It studies the utterance of a speaker in a conversation, the meaning of the speaker, and also the meaning interpreted by the listener. Yule (2010)
- Maxim:** Maxim is a set of norms which language users adhere to in order to uphold the effectiveness and efficiency of communication. Grice (1972)
- Flouting:** When a maxim is “flouted”, a conversational implicature results, the utterance receives an interpretation that goes beyond the word are spoken. Meyer (2009)

## **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**

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 intention of the speaker, and also the meaning interpreted by the listener. It also includes context or the circumstances when the conversation occurs in the analysis. Because of that, 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 pragmatics

is quite wide. One of them is cooperative principle.

### **2.1.1 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.

#### **2.1.1.1 Observed Cooperative Principle**

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

##### **1. Observed 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. Observed 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. Observed 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. Observed maxim of manner

The last is the maxim of manner. Here, the maxim of manner requires the speakers to be clear. Specifically, the speakers should avoid obscurity and ambiguity and should be brief and orderly in saying something in a conversation. In the observed cooperative principle, people sometimes use certain expressions that indicate that they are not fully following the rules. People usually use hedges in their utterances in order to keep observing the maxims.

#### **2.1.1.2 Non-observed Cooperative Principle**

Non-observed Cooperative Principle is a situation when the speakers could not fulfill 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 discussion, the explanation of the forms of non-observed Cooperative Principle is provided as the following:



### **1. Maxim Violation**

Maxim violation is intentionally generating a misleading implicature and sometimes does not answer the question based on the speaker asked. It is used to lead the listener to misunderstand with the utterance of the speaker. Violation means when someone did not want to answer and did not give the intended meaning based on what they talked

### **2. Maxim Opting Out**

Maxim opting out is when speaker refuses to cooperate with the maxim. it could be because the hearer feels not comfortable with the question during their conversation. However, the speaker does not want to look like uncooperative.

### **3. Maxim Infringement**

Maxim infringement is also same like the others non-observed maxim that is failing to observe the maxim, although the speaker has no intention for that. It is generally because of imperfect linguistic performance, impaired linguistic performance brought about by nervousness, drunkenness, excitement, happy or disability.

### **4. Maxim Suspension**

Maxim suspension is a non-observed Cooperative Principle in which there is no expectation of the speaker to observe maxims under certain circumstances (Thomas, 1995). Here, non-fulfillment of the maxim does not generate any implicature.

## 5. Maxim Flouting

Maxim flouting 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.

### 2.2 Types of Maxim Flouting

Maxim flouting is one of the non-observed Cooperative Principle type. In deliberately breaking the maxims to express hidden meanings, it is not following the maxims of the Cooperative Theory. Grice (1972) stated that the types of maxim flouting are divided into four types; they are quantity maxim flouting, quality maxim flouting, relevance maxim flouting, and manner maxim flouting. Here are the explanation of those types of maxim flouting.

#### 2.2.1. Quantity Maxim Flouting

Flouting maxim of quantity is when the speakers in a conversation fail to fulfill the maxim of quantity in the Cooperative Principle. The speakers are not as informative as is required or more informative than is required. Speakers become more informative when they flout this maxim of quantity.

If flouting this maxim of quantity, speaker can also be more informative. An example of being more informative in quantity maxim flouting is in the following dialog:

*Rick : Who is your favorite lecturer?*

*Tom : Mr. Anto, the best lecturer. You must join the class, you might like that!*

In this conversation, the answer is just the name of the lecturer, but then

Tom gives too much information. He makes his contribution more informative than is required. By giving too much information, Tom wants to say ‘no worry’ to Rick because Tom predicts that Rick will be lazy hearing lecturer’s name, he tries to prevent it by flouting maxim of quantity.

### **2.2.2 Flouting maxim of quality**

In reality, when the speaker disregards this principle, it does not reflect what she / he believes to achieve the highest quality; a maxim that allows the speaker to make a contribution that is real, that doesn't say what is assumed to be false and does not say what the speaker lacks sufficient proof for. The example of quality maxim flouting is in the following dialog.

*Tiara* : *When do your result daily test out?*  
*Sam* : *I guess it will be tomorrow*

Here, Tiara and Sam talks about the daily test. By saying “I guess it will be tomorrow”, Sam has been flouting maxim of quality. Because he says something that is not true and he is not sure when the result out. Saying thing that he believes to be false flout maxim of quality. In terms of conveying hidden message, Sam tries to express his agreement and inform Tiara that his test might be out tomorrow by saying that expression.

### **2.2.3 Flouting maxim of relevance**

Flouting maxim of relevance is when the speakers of a conversation fail to be relevant in communicating. Speakers are usually becoming irrelevant in flouting maxim of relevance. However, being irrelevant does not mean that

the speakers do not want to be relevant. Sometimes, speakers are being irrelevant because they want to hide something or to say something to others indirectly.

Sue : Do you have umbrella?

Ernest : Do you have raincoat

In this conversation, Ernest is being irrelevant. Actually, Ernest has to answer a 'yes' or 'no' answer. However, since the answer has been obvious, Ernest flouts maxim of relevance to emphasize and stress her answer of 'no.'

#### **2.2.4 Flouting of maxim manner**

Flouting maxim of manner is when ambiguity happens whether the speaker intends and trying to make it or not. Then, maxim of manner is not fulfilled as the result. For example is:

*Dhani : In the bedroom?*

*Joe : Yes. Your friend, Swan came in and left almost three times*

When Joe explains about what happens in the bedroom, he uses an ambiguous sentence and not clear sentence. So, Joe has flouted maxim of manner. His sentence can be implied that Dhani's friend has left after and come for three times. Here, Joe's utterance is ambiguous. It has two meanings inside that can make the listener confused.

#### **2.3. 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:

The maxim of quantity is flouted when they are:

(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.

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.

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

- (1) To change the conversation topic; in a conversation people usually 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 flouts 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 handphone 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.

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.

#### **2.4. 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 maxims in conversation speaking of the main character in the movie of Home Alone 2 "lost in New York" by John Hughes. The aim is to find the types and the reason of flouting maxim. She chose movie as the source of data. The different form the research is 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 is 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 uses 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 flouts 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 results 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.

## 2.5 Conceptual Framework

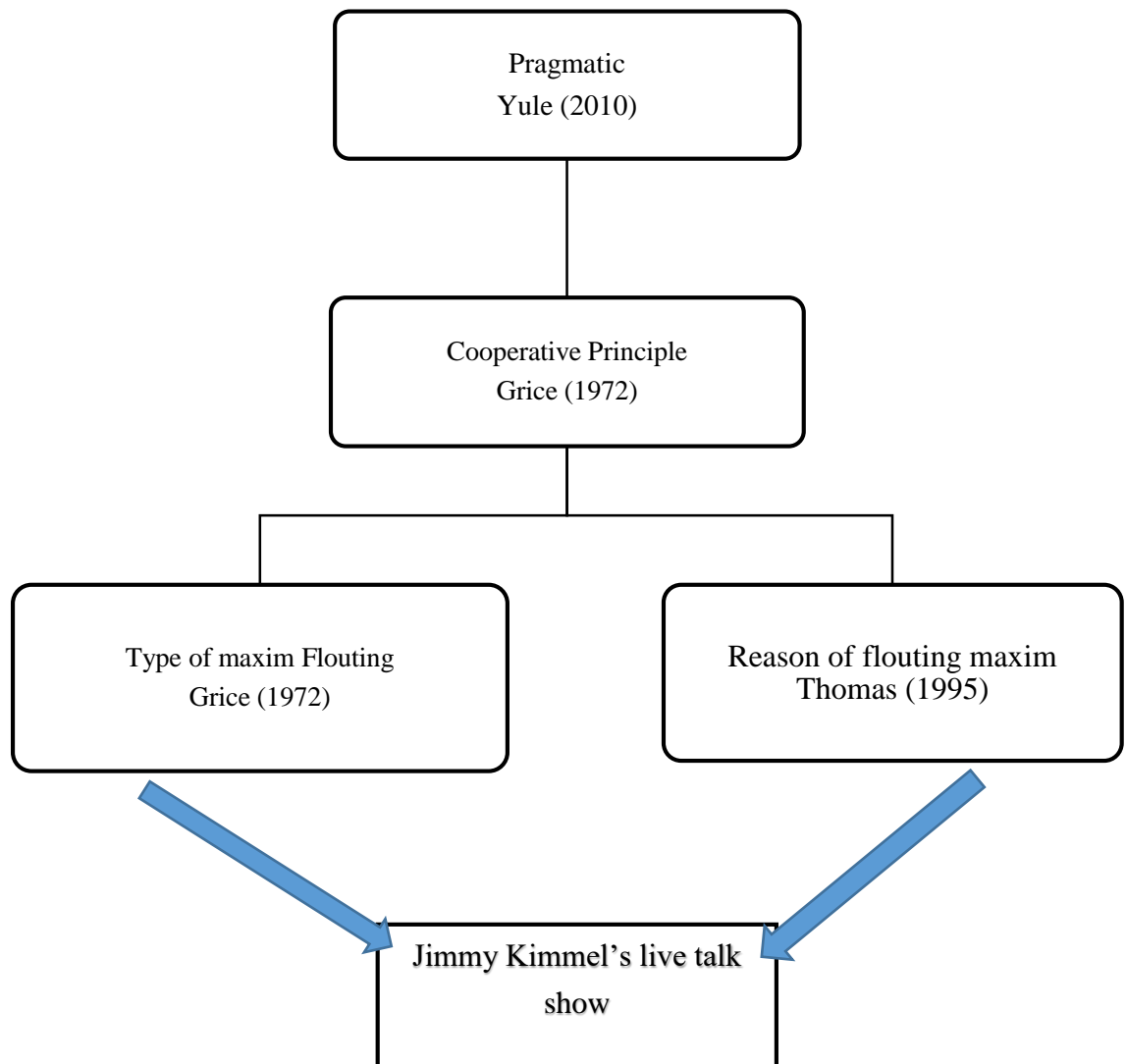


Figure 1: Conceptual framework of flouting maxim

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

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter contains the research method that applied in constructing the research. The research method is used to solve a problem or phenomenon that writer sees. 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 two kinds of research method; they are quantitative and qualitative research. But the researcher will use qualitative study that is focusing on generating descriptive information in the form of the person's written or spoken words. Descriptive data is actually data which exist in written words or utterance from someone that are going to analyze. In doing this research, the researcher used qualitative research and for the data would be exist in the conversation of “Jimmy Kimmel’s live talk show”.

#### **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 is about flouting maxim that is taken from the sources of the utterances between Jimmy and his guests during the talk show in Jimmy Kimmel's live talk show. The range of data is taken from 1<sup>st</sup> November 2019 until 30<sup>th</sup> December 2019.

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

In process of collecting data, the researcher used observation method. Based on Sudaryanto (2015), He states that observation method is a technique to get information about human behavior by watched and recorded without any direct contact. Because of that the researcher used observation method because watching the video. There are two kinds of techniques used; they are participatory and non-participatory. The researcher used non-participatory technique, the researcher does not involve in collecting the data. The researcher found the data which has relation with flouting maxim in *talk show*. In this research, the researcher used non participatory technique to collect the data because the researcher did not do the conversation and there was no one involve. There are some procedures which the researcher did in collecting the data.

1. The first, the researcher opened the application of YouTube online.
2. Second, finding the "Jimmy Kimmel's live" talk show account.
3. Third, choosing which episodes that the researcher wanted to find that is contained with the utterance of flouting maxim.
4. Watching the talk show of Jimmy Kimmel's live.
5. Classifying the data in the talk show based on Grice's theory.

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

In analyzing the data, the researcher applied theory from Grice's theory. The theory is applied by using method of Sudaryanto (2015) by using Pragmatics Identity Method. Pragmatics Identity method is method that based on contextual situation. It was used because in analyzing types flouting maxim and the reason why flouts the maxim.

There are some procedure, the steps that are taken in the process analyzing the data in this study are as follows.

1. After classifying the data into types flouting maxim based on Grice's theory from the talk show "Jimmy Kimmel's live"
2. Analyzing the types of flouting maxim based on Grice's theory and the reason of flouting maxim by Thomas' theory.
3. The data were described to answer those categories based on research question.

### **3.5 Method of Presenting the Result Analysis**

After doing analysis, the next step is presenting the result analysis. Sudaryanto (2015) states that there are two methods of presenting the result analysis; they are informal and formal. In this analysis, the researcher used informal method because informal method refers to the method of presenting the result analysis by using words, it means the findings can be described by using words or sentences. It is also presented the result analysis by using informal method to present the data analysis. So, the result was presented by using words and sentences and to make the readers easily understand.