



The Analysis of Floating Maxim on Isran Noor in Mata Najwa Talk Show

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Abstrak

Penelitian ini bertujuan untuk menganalisis pelanggaran maksim Pernyataan Politik Isran Noor pada Talk Show Mata Najwa. Metode penelitian ini menggunakan desain kualitatif dengan metode analisis deskriptif dan netnografi sebagai instrumen penelitian. Data tersebut diambil melalui percakapan antara salah satu pembawa acara ternama Indonesia, Najwa Shihab, dengan Gubernur Kalimantan Timur, Isran Noor. Hasil penelitian menunjukkan bahwa informan memberikan informasi yang kurang, lebih, atau tidak relevan dengan topik. Studi ini menghubungkan data dengan teori Grice tentang pelanggaran maksim: kuantitas, kualitas, cara, dan relevansi. Data yang diperoleh menunjukkan bahwa penutur melakukan semua bentuk pelanggaran maksim. Berdasarkan teori Grice, maka data menunjukkan jika IS selalu melakukan pelanggaran maksim relevansi. Artinya jika IS memberikan informasi yang tidak berhubungan dengan pertanyaan. Dari data tersebut, IS menyediakan : melanggar maksim relevansi (5) atau (41,68%), melanggar maksim kuantitas (4) atau (33,34%), melanggar maksim kualitas (2) (16,68%), dan melanggar maksim cara (1) atau (8,3%). Hasilnya, penelitian ini menemukan bahwa Isran Noor melanggar keempat maksim tersebut. Selain itu, pelanggaran maksim yang paling sering ditemui oleh Isran Noor adalah maksim relevansi.

Kata Kunci: Pelanggaran maksim, analisis percakapan, wacana, politik

Abstract

This study aims to analyze the violation of the maxim of Isran Noor's Political Statement on the Mata Najwa Talk Show. This research method uses a qualitative design with descriptive analysis methods and netnography as research instruments. The data was taken through a conversation between one of Indonesia's leading presenters, Najwa Shihab, and the Governor of East Kalimantan, Isran Noor. The results showed that the informants provided information that was less, more, or irrelevant to the topic. This study relates the data with Grice's theory of violation of maxims: quantity, quality, means, and relevance. The data obtained show that the speaker commits all forms of maxim violation. Based on Grice's theory, the data shows that IS always violates the maxim of relevance. That is, if IS provides information that is not related to the question. From these data, IS provides: violating the maxim of relevance (5) or (41.68%), violating the maxim of quantity (4) or (33.34%), violating the maxim of quality (2) (16.68%), and violating maxim of (1) or (8,3%). As a result, this study found that Isran Noor violated the four maxims. In addition, the most frequently encountered violation of maxims by Isran Noor is the maxim of relevance).

Keywords: *Flouting maxim, conversation analysis, discourse, politic*

A. Introduction

In communication, misunderstanding between speaker and listeners is a common problem. It could happen because they have different background knowledge. In communication, they should cooperate each other supposedly in order that there is no misunderstanding occurs. The existence of such problems encourages an English philosopher to introduce a theory called Cooperative Principle (CP) or Gricean maxims as the best known of the theory. In depth description of this theory, the Cooperative Principle (CP) theory consists of four maxims such as; maxim of quantity, quality, relevance and manner. By these maxim theories, it is expected that communication and interaction process between speakers will run comprehensively and effectively. It can be understood each other. In a communication, the speaker will give a certain meaning which will be conveyed to the hearer through language so that the message can be understood (N. N. Hidayati, 2018).

However, there are still many people who do not follow the Cooperative Principle or Gricean maxims in communication. In communication of the daily life, sometimes someone does not communicate their idea directly even they use the implicit words. Speakers let the listeners to figure out and tries to understand implied meaning of the words. It can be interpreted that speakers break and do not consider on conversational guidelines and the maxim of conversation well. This mentioned as the parts of flouting of maxims. The maxim flouts can also happen when someone says something using one of the strategies such as understatement, overstatement, hyperbole, metaphor, irony and banter (Cutting, 2002). The flouting of maxim does not mean that someone breaks communication, but tries to deliver the implied intention of the speaker to the others in certain context. This can be identified from the implied meaning inside his or her utterances. So, the communication between two speakers need to cooperate each other. As someone who joins with a conversation group to communicate one another requires good cooperation in the conversation to achieve relevant and clear information. This collaboration is a form of contribution so that the information conveyed can be accepted. Because the communication is an individual's way of delivering information. The information submitted must have an implied meaning in it (Meadow & Yuan, 1997).

There are some previous related studies to the above discussion theories, such as; a) dinner for Schmucks: Some Violations and Flouting of the Maxim of Quantity by the Main Characters (Barry and Tim), b) the maxim of quantity in newsgroup discussions: the cooperative principle and computer-mediated communication, c) Students' Conversations: Maximum Variation, Conventional, And Particularized Implications. This study will analyze the maxim violation of a high-ranking official from a new kingdom in the Indonesian context, d) analyzed the use of the four maxims by the emergency call officers. The analysis was conducted by using

an emergency call recording transcription and dividing it into several parts according to the respective time sequences. Then, the author explained and discussed each parts respectively. Therefore, this study will provide knowledge of several cases in conversations carried out by state officials. This article finds various kinds of conversational violations proposed by Isran Noor. The main idea refers to Grice's theory which has indicators: the maxim of quantity, the maxim of quality, the maxim of manner, and the maxim of relevance. Thus, this article is expected to provide additional insight to readers regarding conversational violations committed by state officials.

There are some related previous studies such as; 1). Pati Gasa and friends, this study is about the flouting maxim to convey social criticism done by Abdurrahim Arsyad in Stand up comedy season 4 in Kompas TV. This study is taken from the form of utterance of Abdurrohimi's performance on stage. 2) Arofah and Husni Mubarak, this study is about the analysis of violation and flouting maxim on teacher-students interaction in English teaching and learning process and analyzing by categorizing utterances. 3) Nursuci Gunawan Lestari and Jauhari, this study is about the analysis of flouting maxim in conversation speaking of the main characters in the movie of home alone 2 "Lost in New York" by John Hughes. In this communication of the movie of main characters' utterances, the researchers found four maxim flouted by the main characters such as flouting maxim of quality, quantity, relevance and manner. There is an equal analysis of the previous research with this study. Those analyze the flouting maxim on their utterances of the conversation. Thus, in the gap of this study as the novelty of other previous studies, the researchers analyze maxims are flouted by a political and public speakers when they make a conversation in certain Talk Show. Specifically, the researchers analyze the utterances produced by Isran Noor as a political & official speaker and Najwa Shihab's conversation in Mata Najwa Talk Show. Isran Noor was a Governor of East Kalimantan as a guest of Mata Najwa Talk Show and Najwa Shihab is one of the presenters or hosts of national television shows who often raise issues about Indonesian politics. In this conversation, it discusses about the central Government policy regarding to the issue of moving the Indonesian capital city from Jakarta to East Kalimantan. The video was uploaded to Najwa Shihab's account on December 4, 2021, titled "Gubernur Kaltim: Banjir Bisa di Mana Saja - Menelusuri Ibu Kota Baru (Part 1) Mata Najwa". The video discusses the preparation of the local government in the construction of the new Indonesian capital, such as community anticipation and residents' land rights.

In the aim of this study, the researchers try to find out the kinds of maxims are flouted by Najwa Shihab's utterances and Isran Noor's as a Governor of East Kalimantan on Mata Najwa Talk Show about relocating the capital city and try to analyze the implied meanings behind Najwa Shihab's utterances and the Isran Noor's as a Governor of East Kalimantan on Mata

Najwa Talk Show about relocating the capital city. Theoretically, the results of this study are expected to be a reference, consideration for the development of linguistics research including for researchers who want to identify the cooperative principles usage in literary work as the supported theories. On the one hand, this study is expected to give depth understanding regarding to the analysis of flouting maxim in Mata Najwa Talk Show. Practically, the results of this study is expected to give much information about how to communicate well. So, readers are able to initiate and create a good conversation because they already know the cooperative principles regarding to maxim theory in the conversation well.

Conversational Analysis

Conversation is a form of reciprocal action and maintains the rules in exchanging opinions (Rachmawati & Marsono, 2014). Most of the conversation combines several topics, turn-taking, negotiating meaning, etc., (Fröhlich et al., 2016). However, the ambiguous conversation provides ambiguous information and misinformation. Errors in information can lead to error perspectives so that the information is far from valid (Richards, 2015). So, In the conversation stage, speakers try to cooperate their communication each other well.

In linguistics, the conversation has gained traction (Donaldson, 1979). So that linguists analyze various forms of violations in conversation. Grice (1975) stated that conversations often experience violations where the speaker doesn't provide all relevant information or information that is far from the context of the conversation. The conversation is fundamental skill must be applied properly because each utterance has been conveyed the implied meaning referring to the context. Hence, every interlocutor in every conversation must follow certain conversational guidelines in order to communicate effectively. As in the semantics and pragmatics branches of linguistics which discuss the Cooperative Principle in a conversation (Cruse, 2006). The Cooperative Principle, which was developed by Grice (1975), is a guideline for conversational interaction. Instead, Grice proposed that meaningful discourse is marked by cooperation. Each member identifies a single purpose or set of purposes, or at the very least a mutually acknowledged direction, in them to some extent. This is also called the Maxim of conversation. It is assumed that in a conversation, participants will try to be informative, accurate, relevant, and clear.

Conversational Analysis (CA) is a method for analyzing spoken interactions. According to Paltridge (2021) examines how social relationships are formed through the use of spoken discourse. Actually, conversation needs a speaker and hearer. H Paul Grice (1978) stated that each participant expects the other to give a "conversational contribution as necessary, at the time it occurs, by the recognized purpose or direction of the talk exchange in which you are engaged." Grice's theory mentioned if speaker and hearer should follow the whole maxim that describe the conversation contributing to make a conversation is being harmonious and far from flouted maxim.

Flouted Maxim

The maxim flouting is a state in which a person attempts to convey something hidden through his or her utterance by exploring Gricean maxims. Cutting (2002, p.37) states that when the speaker seems not to hold on the maxims but expects the hearers to get the meaning implied; it is called flouting of maxims. On the other side, flouting maxim is a particularly silent way of getting an addressee to draw inference and hence recover an implicature (Grundy, 2019, p. 78). The existence of flouting maxims occurs when the speakers require the listeners to know that his or her utterance cannot be understood directly, it invites the listeners expect the implied meaning of the utterances. Based on Gricean maxims, there are some categories of flouting of maxims consisting of maxim of quantity, quality, relevance, and manner.

a. Flouting of the Maxim of Quantity

The flouting of maxim of quantity occurs when someone conveys information which is not in accordance with that required by the listeners. In other words, speakers do not speak the point. It means that the speaker conveys too much or too little information so, it makes the listeners misunderstood.

Based on the above description, it can be interpreted that speakers must avoid maxims flouted in conversation in order that they can initiate and create communication by conversational guidelines well. More specific conversational maxims or guidelines ensure that conversational interactions actually satisfy the Cooperative Principle (Grundy, 2019). furthermore, speakers have to consider on the following maxim of quantity:

1. Make your contribution as detailed as possible (for the current purposes of the exchange)
2. Do not go into more detail than is necessary in your submission.

The following is an example of following the maxim of quantity.

Budi : How many brothers and sisters do you have?

Rani : I have two brothers and three sisters

In the conversation, Rani does not flout/violate the maxim of quantity

However, violations of the maxim of quantity are often encountered. This form of violation is called over informative.

The following is an example of a flouting maxim of quantity.

Budi : How many brothers and sisters do you have?

Rani : I have two brothers and three sisters. My first brother is an army soldier, and my second brother is 22 years old.

Budi asked how many relatives Rani had with a simple question. However, there are two possibilities from Rani's explanation: 1) Rani gives information about the number of her siblings, 2) Rani explains who her siblings are.

b. Floating of the Maxim of Quality

This occurs when someone says the information which dose not correspond to reality or not supported by the real evidence. In certain circumstances, the speakers do not say the truth while talking or sometimes they also convey an irony statement. So, speakers must avoid from

the false and lack adequate statement. In addition, Grice (1975:46), stated that under the category of quality falls a super maxim. Furthermore, speakers must consider on giving the contribution to anyone that's true and consider on some following specific maxims:

1. Do not say what you believe to be false
2. Do not say if the evidence is lack adequate

The following is an example of following the maxim of quality. If, for example, someone asks *'What's the weather like?'* and her friend responds *'It's snowing'*, she (the questioner) will normally assume that this statement provides reliable information about the current weather.

Thus, the maxim flouted or violations are often found in the maxim of quality. As explained by Grice that "individuals who violate the maxim of quality are lies." That is, the information provided is a discrepancy between the question and the answer.

The following is an example of a violation of the maxim of quality.

Pey : Faz, is it raining in your area? I heard the sound of water dripping on the phone.

Faz : No, it is just the sound of a passing motor.

In the example above, Faz may lie in providing information. Why is that? Because Pey heard the sound of moaning water when Pey called Faz.

c. Floating of the Maxim of Relevance

The Maxim of Relation means that the conversation needs to be relevant. It is crucial to evaluating the appropriateness of responses to a question (O'Grady, 1996:276). Maxim of relevance is an attempt to provide information related to the question. The relevance maxim explains that a speaker or speaker must deliver relevant information to the speaker and the listener to cooperate well in a dialogue (Hidayati, 2018). Added by Andresen (2014), that Maxim of manner is specific that the statement must be pertinent.

In other words, the information provided must refer to the context of the conversation.

The following is an example of the use of the maxim of relevance.

Niswa : Is there a manager in the room?

Nurul : I am a manager

Although Nurul does not tell that she (the manager) is definitely in the room but Nurul give the relevant answer which means she is the manager and of course she is in the room.

In flouting the maxim of relevant case, we can find when the speaker does not provide the relevant information. It means that he/she flouts the rules of the maxim of relevance. This occurs when the speaker inserts or changes the topic in the conversation. More specifically, someone give unrelated information or unsuitable conversation in which the information does not match with the causality. Thus, this maxim also can be violated. (Grice, 1975, p. 45) gives the criteria of violation of maxim of relation used as distinguished guidelines, such as if the speaker makes the conversation unmatched with the topic, if the speaker changes conversation

topic abruptly, if the speaker avoids talking about something, if the speaker hides something or hides a fact, and if the speaker does the wrong causality.

The example is A asks B *'You really love me?'* Then B gives the response *'I like coffee, college football, and things that go really fast.'* Thus, B's response violates the maxim of relation because B is changing the topic.

d. Flouting of the Maxim of Manner

Maxim of manner is when someone tries to provide clear, detailed information and does not give ambiguity. According to (Grice, 1975) stated the maxim of manner is when one tries to be as clear, concise, and orderly as possible in what one says and when obscurity and ambiguity are avoided. Added by (Hidayati, 2019, p. 5) explained that the maxim of manner is that a speaker must provide accurate, point information and avoid making mistakes.

The following is an example of the maxim of manner proposed by (Grundy, 2019) in his book entitled "doing pragmatic."

A: What did you see in the theater last night, if I am not mistaken?

B: I saw the drama performance.

In the conversation above, party "B" gives information about what he did last night. Therefore, party "B" did not violate the cooperation in the discussion.

In flouting of the maxim of manner, it can occur when someone's contribution is not perspicuous such as be obscure, disorderly or ambiguous information. It means that a speaker flouts this maxim when she/he gives a strange information so that the other speaker does not understand what the first's speaker said. So, this maxim can be violated as well. As quoted by Alfina (2016) from Kunjana (2007:57), there is an illustration.

Daughter: Mom, I wanna go back to the town tomorrow.

Mother: I have already prepared in on the desk

This conversation involves a daughter who is still a student living in dormitory far away from her home and her mother. As we can see above, the daughter has an ambiguity of what she said. She did not just mean to inform her mother about her leaving but also she had intention to ask her mother for money yet she did not utter it well

B. Research Method

This study used a qualitative research design with descriptive method, and the instrument used is online observation or netnography (Creswell, 2012). Netnography is an online writing developed from ethnography (Kozinets, 2015). Data retrieval was carried out through the YouTube site by analyzing one of the video content of Najwa Shihab's YouTube channel on "<https://www.youtube.com/watch?v=qfziz8HK6BY&t=720s>". The video was uploaded on December 4, 2021. Also, this video was taken by Najwa Shihab from her show on Mata Najwa Talk Show.

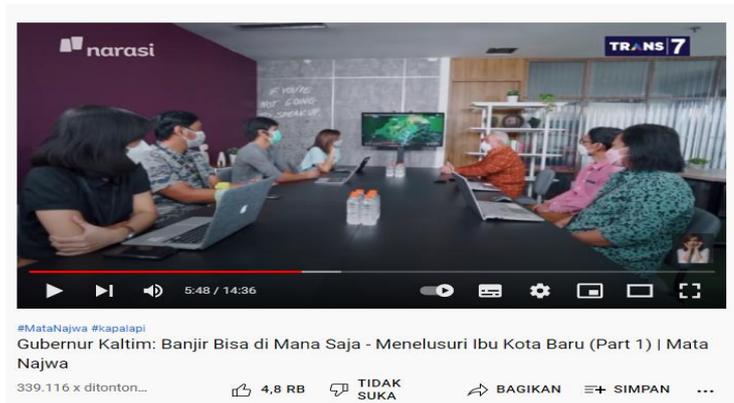


Figure 1. Najwa Shihab Channel

Data obtained from online observations will be analyzed using qualitative descriptive techniques to answer research questions. Qualitative descriptive was chosen to generate information from detailed data. Furthermore, the data will be coded with the cooperative principle theories proposed by Grice (1978). Finally, the result of the study shows that the conversational violations of the maxim committed by The Governor of East Kalimantan as a political figure, who talked about the preparation of the local government regarding the capital relocation project. .

C. Research Results and Discussion

In the video of Mata Najwa Talk Show, there are various violations of maxims conveyed by Isran Noor. This research focuses on the discussion of the Governor of East Kalimantan. The discussion about the preparation of the local government regarding the capital relocation project is starting from minute 4.42 minutes until 12.02.

The Floating Maxim of Quantity

The violation that occurs in the maxim of quantity is when the speaker provides excessive information from a question. The following is an example of a violation of the maxim of quantity.

Example 1

One of the Findings of the flouting maxim of quality:

NS: tapi masyarakatnya di sana seberapa antusias pak? Soal wacna IKN

But how enthusiastic are the people at there, sir? about the IKN discourse (interrupted)

IN: Wah (0.2) masyarakat disana sangat welcome sangat suka dan senang;

Waw the peoples are very welcome, like and happy

[(0.2) dan memang kenapa jadi itu Karena tidak mengganggu Masyarakat
And the discourse (IKN) does not disturb the community

The example above (1) results from data showing that IN violates the maxim of quantity.

The information provided is too much. However, IN answers NS questions according to the context, but IN gives an exaggerated answer related to people's enthusiasm for IKN.

The Floating Maxim of Quality

The violation contained in the maxim of quality is when the speaker provides false or false information. In other words, the information is not provided by reality. The following are examples of violations made by IS.

Example 2

One of the Findings of the floating maxim of quality:

NS: Sejak pertama di announce oleh presiden bahwa yang di pilih adalah Kalimantan Timur begitu, (itu_(0.2) Eh (0.1) selalu responnya seperti itu yang bapak tangkap?

Since it was first announced by the president that the chosen one was East Kalimantan, did you always get that response?

IN: Ya menurut saya sih ya ketika di umumkan masyarakat sangat suka senang [(0.2) Ga ada yang mengklaim ga ada yang kami tidak suka, ga ada, sampai sekarang tidak pernah saya dengar

Yes, I think that when it was announced, the people were very happy. Nobody claims nothing that we don't like, nobody, until now I've never heard of it

This conversation took place between 05:36-05:59. Here, Najwa asked about the response of the people of East Kalimantan, whose province was chosen by the president to be the new capital city. Here, the dialogue continues the previous dialogue (minutes 05:07-05:37), which discusses the East Kalimantan citizens.

The governor gave answers to the questions, and he was sure that the people of East Kalimantan would be pleased if their region became the new capital city. Governor's answer indicates that the citizens of East Kalimantan have no problems and do not oppose this relocation plan. Whereas in the previous broadcast, which is still in the same video, when Najwa Shihab visited several citizens of East Kalimantan and interviewed them, their answers indicated their disagreement. As citizen 3 and 4 said when Najwa Shihab asked "*Bagaimana Ibu kota negara pindah disini*" (at 03:16-03:26).

Citizen 3: Saya sih tentang IKN ini kami tidak pernah diberitahu secara musyawarah
I think about this IKN we have never been informed by deliberation

Citizen 4: Kita harus tetap disini
We have to stay in here

It means that the answer given by the governor, who said that there were no citizens of East Kalimantan who did not like it, could not be trusted because it was not under the existing facts. So the answer given here can be said to violate the Maxim of Quality.

The Floating Maxim of Manner

The violation that occurs in the maxim of manner is when the speaker gives ambiguous and unclear information. The following are examples of violations made by IS.

NS: tapi dalam konteks IKN ini sampai kemudian di pilih Kalimantan Timur waktu itu lobi-lobinya gimana?

IS: Oh (0.2) ga ada, ga ada ga usah di ceritain

This conversation is from 06:00-06-09. Here Najwa asks about several approaches in planning the relocation of the capital city. There is nothing wrong with the answer given by the governor. Yet, repeating "ga ada, ga ada" which is then followed by "ga usah diceritain", indicates an unclear response so that the answer given becomes ambiguous. Therefore, the answer from the governor may raise the question of whether there are approaches that are covered up or, indeed, there are no approaches at all; it's just that the way he delivered seems hesitant. However, this answer violated the Maxim of Manner.

The Floating Maxim of Relevance

The violation that occurs in the maxim of relevance is when the speaker gives an information that does not relate to the topic.

Example 4

One of the Findings of the flouting maxim of Relevance

NS: tapi kalau faktor banjir nya, itu karena memang faktor kerusakan alam yang akhirnya membuat tidak bisa lagi menampung air atau apa pak? Spesifik di Kalimantan Timur
((cut))

IN: kalau banjir saya tidak bisa cerita banyak karena ternyata banjir itu dimana-mana

In this conversation (4), IS gives an answer that does not relate to the question, and he does not want to answer about the question.

Data Analysis

The data obtained answer the research questions. The data shows that the speaker commits a violation in the conversation. The problem is to provide information on the implicature of a conversation between a well-known Indonesian host and state officials. Of course, the novelty of this analysis focused on flouting maxim of the form of Isran Noor's utterances as the political and official figure in public. Grice states that there are two implicatures, namely conventional and conversational. This study provides the existence of the floating maxim proposed by Grice. These violations occur because the speaker gives answers that are less, more, or do not fit the context. The types of flouting of maxim found are maxim of quantity, the maxim of quality, the maxim of manner, and the maxim of relevance. Violation of maxim quantity occurs because the speaker gives an exaggerated answer. In addition, the violation of the maxim of quality occurs when the speaker gives a false solution. Also, the violation of maxim of manner occurs when the speaker gives an unclear or ambiguous answer. Meanwhile, the violation of the maxim of relevance occurs when the speaker answers not following the context of the conversation or question.

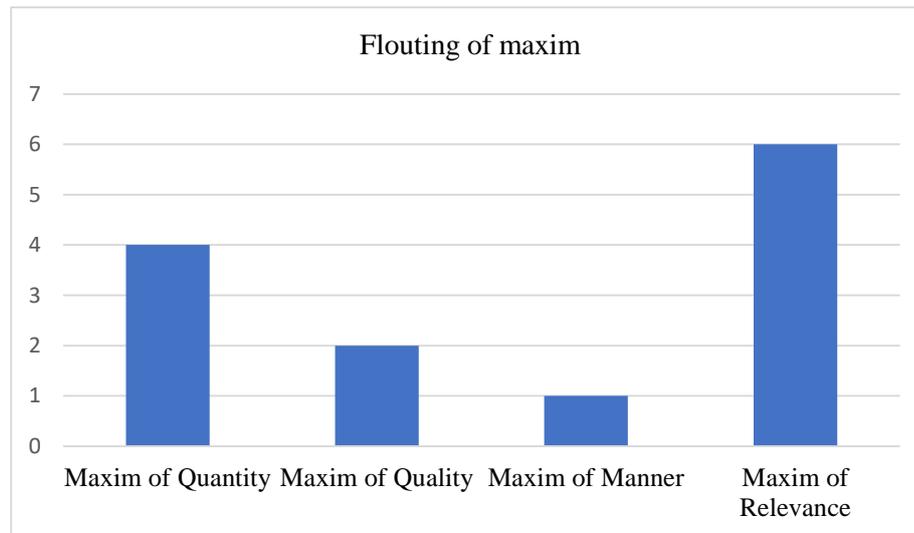


Figure 2. Flouting of maxim

Interview or warm conversations conducted by Najwa Shihab and Isran Noor resulted in various forms of violation of maxims. From the presentation data above, IS has violated cooperation in conversation a lot. The researcher found three types of maxim violations given by IS: maxims of quantity, quality, manner, and relevance. The following is a graphic of the results of the data that has been analyzed.

Table 1. Data percentage

No.	Flouting Maxim	Frequency	Percentage
1.	Flouting maxim of relevance	5	41.68%
2.	Flouting maxim of manner	1	8.3%
3.	Flouting maxim of quantity	4	33.34%
4.	Flouting maxim of quality	2	16.68%
	Total	12	100%

In the analysis percentage, IS often do violates the maxim of relevance in conversation that discuss about "Relocating the Capital City of Indonesia." Based on the Grice's theory, then the data shows if IS always do the flouting maxim of relevance. It means if IS provides information that is not related to the question From the data, IS provides : flouting maxim of relevance (5), flouting maxim of quantity (4), flouting maxim of quality (2), and flouting maxim of manner (1).

D. Conclusion

Based on the Grice's theory, then the data shows if IS as a political figure always do the flouting maxim of relevance. It means that IS provides information that is not related to the question from the data, IS as a political figure provides some floating maxims: flouting maxim of relevance (5), flouting maxim of quantity (4), flouting maxim of quality (2), and flouting maxim of manner (1). In addition, the most frequently encountered flouting maxim done by Isran Noor is the maxim of relevance. This shows that Isran Noor (IS) is as one of political figures who has the knowledge capability always provides the flouting maxims when discussing in "Mata Najwa Talk Show" conversation. Last but not least, this research is expected to provide

knowledge to readers regarding the conversational analysis. Thus, as the community or the person involved in the conversation, the reader can analyze any information obtained.

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