

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Human life always relates to communication and interaction in daily activity, communication will be good while one people with another people has a good interaction. Communication and interaction very important in human life. Interaction also has relationship with language, with communication the human makes interaction with one people to another. When the people do the communication, the listeners will give the feedback to response what the speakers says about the ideas, opinions and can be critics. Interaction is a communication or direct involvement with someone to do something. By giving the feedback human will be an interaction.

Linguistics is a study of language, It is competence as being a persons potential to speak a language and linguistics performance as the realization of that potential states (Grudy:1993). It means that it is related to the use of language. By using a language, semantics and pragmatics will be involved. Semantics is study about meaning. In other hand Kreidler (2002) says that Semantics is the systemic study of the meaning in the linguistics and how language can be organized and could be expressed. In our daily life, we communicate something that actually of has the meaning. In this case the speakers organized the language in their mind and will be expressed for the listeners. Actually Jasper (2010) says that pragmatics is concerned with meaning and communication can be delivered by

speakers and interpreted by listeners. After the speaker organizes and explains about the message in their mind, it is also related to pragmatics means that the language will be interpreted by the listener so that the listeners will understand about the message of the speaker.

flouting maxim is one of the topic that related to semantics and pragmatics. Cutting (2002) states that condition while speakers do not follow the maxim but listeners accept the appreciation to give implied meaning is called by flouting maxim. Meanwhile flouting maxim occurs in political debate. Quinn (2005) argues that debate is a method of interactive argument by speakers and listeners should be ensure the meaning from communication can be delivered properly. It means that they must have a good intentionally to be shared information by one speakers with another.

The phenomena when people do not follow the rules of cooperative principle is called flouting maxim. People will be misunderstanding in conversation while the utterances of people is difficult to be understood. By implying meaning from people can not be accepted by listeners and can be the problem in flouting maxim. It happen while speakers and listeners do not give a clear statement to each other. Flouting maxim also occurs in debate for it deals with much conversation and will appear in communication.

There are many researches found about flouting maxim. Asri (2015) conducted research about flouting maxim in EFL classroom interaction, and she found that during the conversation three maxim flouting by speakers occur were flouting maxim of quantity, flouting maxim of quality and flouting maxim of

manner. Rahmi (2018) applied the theory of flouting maxim about the violation of conversation maxims found in political conversation at Rosi talkshow and found four maxims of cooperative principle violated by interviewee in answering the question at Rosi talkshow. Devian (2018) also conducted research about flouting maxim in Mata Nazwa talkshow. She found that the guest speaker of the show flouted all the maxim.

While the researcher watched the political debate, the researches found the conversation there. Actually candidates flout communication to make interaction among characters from each other. All the response from candidates used to imply meaning to get sympathy from audience. The problem occur because the listeners and learners who concern with this study can not decide the function of the following maxim used by speaker in conversation. The preliminary data taken from candidates of governor debate in Jakarta. This is utterances follow flouting maxim in debate:

AB : *Jadi, akankah anda akan melakukan penggusuran di daerah yang sering banjir?*

(So, will you do the evictions in the areas that often flooded?)

BTP : *Kami akan menyediakan rumah susun yang layak huni untuk mereka dan mensubsidi kehidupannya.*

(we will provide the flats that are suitable for them and subsidize their live)

BTP is using flouting maxim of relevance because uttering irrelevance answer.

When BTP answered : *Kami akan menyediakan rumah susun dan mensubsidi kehidupan.*

(we will provide the flats that are suitable for them and subsidize their live)

If he conveys the relevance answer, he could say:

“Ya, saya akan menggusur daerah yang sering banjir dan menyediakan rumah susun untuk mereka”,

(Yes, I will do eviction in the areas that often flooded).

This study was focused on the theory of flouting maxim proposed by Cutting (2002:37) who defines it as the condition while the speakers do not follow the maxim but listeners accept the appreciation to give implied meaning. The way of people follow the rules of conversation is called cooperative principles. In other hand when the speakers do not follow the rules of cooperative principle, flouting maxim will be occurs.

Flouting maxim is not only happen in the daily conversation but also in political debate. From the media the human is easy to get information, such from sosial media, radio and television. In the other hand the speakers in conversation do not obey the rules of the maxim, the speakers tend to flout the maxim and do not give attention about it. So the listeners must assume that speakers have words implicated or implied meaning in their utterances.

It also happens in debate, the candidates who response the question are accused of not answer the question directly, their statement about what they are talking about. Debate can be identified into formal and informal debate. The political debate was very interesting to be researched about what they are talking about, because they give the best their argument each other to get sympathy from audiences. In this research, the researcher would like to find out the flouting maxim used by governor candidates of North Sumatera debate 2018.

1.2 The Problems of the Study

Based on explanation given in the background, the problems of the research were formulated in the following :

1. What types of flouting maxim were used by governor candidates of North Sumatera in the election debate?
2. How were the flouting maxims applied in governor candidates of North Sumatera in the election debate?
3. Why were those types of flouting maxim used in the ways they were?

1.3 The Objectives of the Study

In relation to the problems, the objectives of the study could be described as follow :

1. to find out the types of flouting maxim used by governor candidates of North Sumatera in the election debate.
2. to elaborate the ways of flouting maxim used by governor candidates of North Sumatera in the election debate.
3. to explain why flouting maxim used in governor candidates of North Sumatera in the election debate.

1.4 The Scope of the Study

The scope of the research was limited to the subject of flouting maxim in debate governor candidates of North Sumatera in election debate 2018 taken from

youtube channel. The episodes were *tata kelola pemerintahan yang bebas korupsi* (governance free of corruption), *Pembangunan yang Berkeadilan* (development of social welfare) and *Penegakkan hukum dan Hak Azasi Manusia* (law enforcement and human right). It happened the date on 5th May 2018, 12nd May 2018 and 21rd May 2018.

1.5 The Significance of the Study

The findings of the study were expected to be applied theoretically and practically.

Theoretical significance

- 1) Enrich the theories of flouting maxim.
- 2) This study can be usefull for the learners to understanding about flouting maxim.

Practically, the usefulness of findings were described as the following:

- 1) For the readers, it can be usefull to add more knowledge of how flouting maxim occurs in debate.
- 2) It can be references to researchers who are interested in studying flouting maxim.