

ABSTRACT

Salsa Kani Ahmad Putri , Registration Number 2201220010, Maxim Violations On The Interview Of Ganjar Pranowo In “Mata Najwa” Talk Show, English and Literature Department Faculty Language and Arts, Universitas Negeri Medan, Thesis, 2024.

This study examined the violation maxims in political communication using Grice's theory on maxims. This study has several aims, they are, to find out the types of maxim violations done by Ganjar Pranowo on his interview with Najwa Shihab on “Mata Najwa” Talk show in 2024, to describe the maxim violations realized on the interview, and to elaborate the reasons of maxim violations occurred during the interview. This study used qualitative method to describe and elaborate the findings. The results of this study were Ganjar did violated all the maxims and the most dominant one was Maxim Quantity with 17 data (32,1%) and the less used was Maxim Quality with 5 data (11,3%). The maxim violations realized when Ganjar gave less information and gave information with not enough evidence or based on his opinion. The reasons why this maxim violations occurred was because Ganjar wanted to avoid the questions since he has a face to be saved. This kind of avoidance communication on political is ordinary and not something uncommon. The results of the study reflected on Ganjar' personality. He has evasiveness in which he tends to give a thorough explanation though it's not necessary to be told sometimes and frequently uses ambiguous explanation. In a conclusion, political communication may happen not only in election campaign but also in other media such as news, trading information, public opinion as well as advertising and the promises they've made usually told to answer the questions from the public and not intended to do it because they frequently use the efficient speech to show manner in their election campaign.

Keywords: *Maxim violations, political communication, impoliteness strategies.*

