

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Information and ideas are conveyed from person to person through communication. People exchange messages with one another to convey their opinions. They communicate and express their thoughts, ideas, emotions, views, and values using language to learn, teach, and advance their standing. Conversation is the term for this type of engagement in which language serves as the medium. To effectively communicate and portray their thoughts, it is crucial to have a meaningful discussion. As a result, the speaker and listener should have the same interpretation so that the listener may understand and comprehend precisely what the speaker is saying and respond appropriately. Levinson (1983) defined conversation as the most typical communication in which two or more persons freely alternate speaking. The conversation usually takes place outside of specific institutional settings, such as religious services, legal processes, police patrols, and so on.

To communicate information and knowledge, as well as to interact with others and advance their causes, communication plays crucial roles in daily life. Investigating how people from various cultures, philosophies, and religions coexist and interact with one another through communication is helpful. Making conversation is one technique to communicate. The sharing of ideas and mutual understanding are all facilitated by discussion. But

sometimes, speakers convey more than just the literal words they use, and the intended meaning might differ or even contradict with what's said.

When conversation partners do not grasp these subtleties and treat discussions as mere question-and-answer sessions, it hampers meaningful communication. Misunderstandings about intended meanings can derail the goal of having a productive conversation. Language adapts to different situations, settings, and audiences, influencing the way we communicate. Adjusting tone, vocabulary, and style according to context helps in effective communication. For example, we use respectful language when addressing older individuals and adopt a more casual tone with close friends because we perceive ourselves as equals in that relationship. Pragmatics plays a crucial role in using language effectively. Understanding and applying pragmatics help prevent miscommunication, enhancing overall communication competence. Therefore, mastering pragmatics is essential for achieving communication goals in all aspects.

In discussion, a speaker may occasionally say something different from what they meant for the listener to understand, which prevents the listener from responding effectively. People may not always state what is true and what they have proof for in everyday discourse. Additionally, the speaker could not provide the information that is required. They occasionally communicate ideas or responses in ambiguous ways and their contributions may not always be pertinent to the situation. They violated the principle of cooperation in this case. According to Yule (1996:36), the capacity of a

speaker to supply a discussion with an expected level of information is a concept of the cooperative principle in which the participants make their contributions as informative as necessary. The cooperative principle is a rule that should be obeyed to make communication among speakers. The cooperative principle describes how people interact with one another (Yule, 1996:36). The principle forms the basis of the interpretation of utterances. The cooperative principle mainly attributed to Grice (1975) presents the cooperative principle in the following terms: "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. Hence, Grice (1975) proposed four conversational implicatures known as conversational maxims to explain the link between utterances and what was understood from them, such as (1) Maxim of quality, (2) maxim of quantity, (3) maxim of relation, and (4) maxim of manner.

Communication is essential in politics and its practices. But what kind of communication is practised by the politician regarding power influence or establishing cooperation? Regarding the communication used, politics is a discipline related to sociolinguistics, the study of ways in which different groups of people use language. According to Spolsky (1998), Language is regularly used in the exercise of political power. Political discourse comprising, for instance, speech, interviews, and panel discussions contains several rhetorical features that are worth studying from a sociolinguistics point of view. Any such discourse subcategory within the realm of politics

also deals with social interaction. Moreover, political discourse shows evidence of how language is used “to perform power-enforcing practices” and demonstrates in what way it is “deployed for communicating decisions” (Okulska& Cap, 2010). As Chilton (2010) puts it, “Politics in today’s world consist of almost continuous interconnected talking and writing in a constantly expanding media universe.

Conversational maxims occur in conversations in every situation of human life. The phenomenon of conversational maxims also occurs with Prabowo-Gibran, the presidential candidates in the upcoming 2024 General Election. The Indonesian Presidential General Election 2024 is a democratic process to elect the President and Vice President of the Republic of Indonesia for the 2024–2029 term which was held on Wednesday, 14 February 2024. This election is the fifth direct presidential election in Indonesia. This general election was held simultaneously with the General Election for members of the DPR, DPD, and DPRD throughout Indonesia while the new Regional Head General Election will held in November.

Some media highlighted the way this presidential candidates spoke. Reported from harianjogga.com, vice president, Gibran Rakabuming Raka was considered to still used the same strategy, when participating in the Second Vice Presidential Debate. Gibran asked tricky questions to attack his debate opponents. An Energy Economics Observer at Gajah Mada University, Fahmy Radi, also criticised Gibran's attitude, which seemed to disobey KPU rules. For example, mentioning abbreviations in the debate that must be

explained. Another rule that was violated was that Gibran left the podium, even though the KPU regulations clearly prohibit presidential and vice presidential candidates from leaving the podium. In addition, Hong Kong-based media, South China Morning Post, highlighted Prabowo who drew criticism about his "slow brain" statement, during the last presidential debate. In an article titled "Prabowo draws criticism over 'slow brain' remark and anti-disability rhetoric in final debate", SCMP said Prabowo used the opportunity of the final debate to promote his free lunch programme for school children and pregnant women.

Politicians often communicate in a unique manner to express their perspectives during conversations. This style of communication is inherent to political discourse and significantly influences a politician's image and political stance. In the realm of public discussion, political communication plays a pivotal role in influencing opinions, policies, and how society views various issues. The principles outlined by Grice in 1975, known as conversational maxims, typically guide meaningful communication by fostering effective exchanges of information. Yet, within political discourse, these norms are frequently tested and intentionally ignored by influential political leaders. As happened in Mata Najwa talk show, which invited Prabowo and Gibran as guests on 19 November 2023. There are several flouting maxim found in this conversation, as follows:

Najwa : *Apa yang diingat momen 13 tahun yang lalu ini mas?*

‘What do you remember from this moment 13 years ago?’

Gibran : *13 tahun yang lalu ya, gak nyangka sih mbak sampe di titik ini. Awal-awal dulu diundang ke Mata Najwa kan saya juga belum jadi apa-apa*

sekarang bisa duduk bareng dengan orang-orang hebat, Prof Mahfud, Gus Muhaimin, luar biasa sekali.

‘Thirteen years ago, I never imagined that I would reach this point. Back in the day when I was invited to Mata Najwa, I wasn't anything. Now, I can sit alongside great people like Prof Mahfud, Gus Muhaimin. It's truly amazing.’

(from: Mata Najwa Talk Show)

The conversation above indicates that Gibran flouted maxim of quantity.

According to Thomas (1995, p. 65), the speaker who flouts the maxim of quantity seems to give too little or too much information. However, Gibran's response does not provide much information about the specific moment Najwa is referring to. Instead, Gibran talks about his surprise at reaching a certain point in his life, being invited to Mata Najwa, and sitting with influential people like Prof Mahfud and Gus Muhaimin. While his response is relevant and provides insights into his journey, it does not directly address the details of the moment from 13 years ago. This could be categorized as a flouting of the Maxim of Quantity, as Najwa's question implied a desire for more specific details about the event or memories from that particular time. Gibran's response, while meaningful in a broader context, may be considered as not meeting the expected quantity of information based on the nature of the question.

The next data is taken from the vice presidential candidate debate on 22 December 2023 where Gibran Rakabuming Raka flouted maxim, as follows:

Gibran : *Karena Gus Muhaimin in adalah ketua, ketua umum dari partai PKB, saya yakin sekali Gus Muhaimin paham sekali untuk masalah ini. Bagaimana langkah Gus Muhaimin untuk menaikkan peringkat Indonesia di SGIE. Terimakasih.*
‘Because Gus Muhaimin is the chairman, the chairman of the PKB party, I am sure that Gus Muhaimin understands this issue

very well. **What steps will Gus Muhaimin take to improve Indonesia's ranking in the SGIE?** Thank you.'

Gus Imin: *Terus terang SGIE saya tidak paham. SGIE itu apa? 'Honestly I don't understand SGIE. What is SGIE?'*

In this conversation, Gibran appears to be flouting the maxim of Quantity by assuming that Gus Muhaimin, as the leader of PKB, would be well-informed about SGIE without providing sufficient information about it. Gus Muhaimin's response ("what is SGIE?") indicates a lack of understanding, highlighting the assumption made by Gibran. This could be seen as a flouting of the maxim quantity, as Gibran didn't provide enough information for effective communication. This analysis is corroborated by the opinion of BRIN Principal Expert Researcher, Prof Siti Zuhro on the website www.kilat.com. She said that the questions should not be abbreviated but should be detailed and given a prologue. Therefore, the conversation above can be categorized as a flouting the maxim of quantity.

The next data is taken from the presidential candidate debate on 13 December 2023 where Prabowo flouted maxim, as follows:

Panelis : *Beberapa tahun terakhir, tren kekerasan meningkat di Papua, sementara masalah keadilan dan HAM masih belum terselesaikan sehingga konflik terus berlanjut. Pertanyaannya, apa strategi yang anda akan siapkan untuk menyelesaikan masalah HAM dan konflik di Papua secara komprehensif. 'Over the past few years, there has been an increase in violence in Papua, while issues of justice and human rights remain unresolved, leading to ongoing conflicts. The question is, what strategy would you prepare to comprehensively address human rights issues and conflicts in Papua? Time to answer: 2 minutes starting now.'*

Prabowo : *Masalah Papua adalah rumit karena disitu terjadi suatu gerakan separatisme dan gerakan separatisme ini kita sudah ikuti cukup lama kita melihat ada campur tangan asing disitu dan kita melihat bahwa kekuatan tertentu selalu ingin Indonesia disintegrasi dan pecah. Untuk itu memang masalah*

HAM itu menjadi suatu yang harus kita utamakan dan diantaranya juga kita harus lindungi seluruh rakyat Papua karena disitu kelompok kelompok teroris sekarang itu menyerang orang orang Papua itu sendiri, rakyat yang tidak berdosa, perempuan, orang tua, anak kecil yang tidak bersenjata diteror oleh kelompok teroris separatis ini. Jadi rencana saya pertama adalah tentunya menegakkan hukum. Memperkuat aparat aparat disitu dan juga mempercepat pembangunan ekonomi dan presiden jokowi dodo adalah presiden di republik Indonesia yang paling banyak ke Papua. Kalau tidak salah sampai hari ini beliau sudah lebih dari sembilan belas kali ke Papua dan peningkatan pertumbuhan ekonomi dibawah pemerintah pak jokowi yang paling pesat, yang paling tinggi selama sejarah republik Indonesia. Jadi yang saya katakan, saya akan lanjutkan kita harus membawa kemajuan ekonomi sosial services yang terbaik untuk rakyat Papua, melindungi rakyat Papua dari keganasan para separatis dan teroris. The issue in Papua is complicated due to the presence of a separatist movement that has been followed for quite some time. We observe foreign interference in the region, with certain forces consistently aiming for Indonesia's disintegration. That's why prioritizing human rights is crucial. We must protect all Papuan citizens, as innocent people, including women, the elderly, and unarmed children, are being targeted by separatist terrorist groups. My initial plan is to enforce the law by strengthening local authorities and accelerating economic development. President Jokowi has been the Indonesian president who has visited Papua the most, if I'm not mistaken, with over nineteen visits to date. Economic growth under President Jokowi's government has been the fastest and highest in Indonesian history. Therefore, I believe we should continue advancing economic and social services for the people of Papua while safeguarding them from the violence perpetrated by separatists and terrorists.'

In this conversation, Prabowo flouting the maxim of relation. The question was about strategies to resolve human rights issues and conflicts in Papua comprehensively. Instead, Prabowo primarily focuses on discussing separatist movements, foreign interference, and the need to protect Papua from separatist terrorists, drifting away from the core issue of resolving human rights problems comprehensively. He addresses law enforcement and

economic development but does not delve deeply into a comprehensive plan specifically tailored to address the stated concerns.

The recent research differs and aligns with earlier studies in various ways. Previous research, such as Juma'a (2020), shared similarities by focusing on political discourse and utilizing Grice's theory. However, while these prior studies evaluated Grice's theory in their final conclusions, the current research extends the analysis by examining how the political context influences the flouting of communication norms, emphasizing the significance of understanding the political backdrop. This emphasis on analyzing the political landscape stems from experts' assertions about language's profound impact on rhetoric, significantly influencing audience reception (Partington and Taylor, 2010).

Furthermore, Aisyah and Fitriawati (2019) in their paper "An Analysis of Flouting of Maxim Performed by Politician Guest in Mata Najwa Talkshow in the Episode of Adu Lantang Jelang Penentuan dan Babak Akhir Pilpers" and Larasati (2016) in "But We're Talking About Half-Beast Human: Conversational Implicature in the Television Talk Show with Anwar Ibrahim" explore political contexts using Grice's theory. While both previous studies focus on why politicians flout maxims, either to maintain power and responsibility or to express sympathy and emotional connections, this current study differs by consolidating various experts' theories on political language. It aims to provide a more comprehensive understanding of why politicians

flout maxims and extends the discourse on the power dynamics expressed through their speech.

Conversational maxims tend to be flouted by people when delivering messages to the public to accomplish goals. The phenomenon above made the study necessary to explore how and why it occurred according to the flouting maxim theory. The researchers were interested to analyse the utterances given by the presidential candidate (Prabowo and Gibran) who became the guests in “13 Tahun Mata Najwa: Bergerak Bergerak Berdampak” in Najwa Shihab talkshow on 19 November 2023. The researcher choose the talk show of Najwa Shihab because she often asks unexpected questions and can corner his interlocutor so that the they often does not have time to imply the cooperative principle. Najwa Shihab's strong questioning style can cause her interlocutor to unexpectedly reveal deviations or non-compliance with the maxim, leaving her linguistic symbols full of mysteries. The second reason is that it is interesting in discussing flouting maxims in this analysis because it can help us analyse the meanings behind the uttered sentences so that one does not misinterpret or give a wrong respond afterwards. Besides, political talks can bring lawful consequences if one is not careful of what he/she says. More importantly employing the strategies of flouting the maxim apparently is one way to achieve the goals namely getting bigger numbers of voters. In addition, this research has never been done before which makes this research actual and current.

This study aims to analyze the flouting of conversational maxims observed in Najwa Shihab's talk show with influential guests, namely the president and vice president candidate, Prabowo and Gibran. It is desirable to identify the occurrences and underlying reasons for the flouting of conversational maxims by the guests in the video "13 Tahun Mata Najwa: Bergerak Bergerak Berdampak".

1.2 The Problem of the Study

Based on the explanation given in the background, the problems of the study are formulated as follows:

1. What maxims are flouting by Prabowo and Gibran in the "13 Tahun Mata Najwa: Bergerak Bergerak Berdampak" video?
2. How are the maxim flouted by Prabowo and Gibran in the "13 Tahun Mata Najwa: Bergerak Bergerak Berdampak" video?
3. Why is the maxim flouting applied in the "13 Tahun Mata Najwa: Bergerak Bergerak Berdampak" video in the ways they are?

1.3 The Objectives of the Study

Related to the problems of the study, the objectives of the study are formulated as the following:

1. To investigate the types of maxim that are flouted by Prabowo and Gibran in the "13 Tahun Mata Najwa: Bergerak Bergerak Berdampak" video
2. To elucidate the strategies of flouting maxims by Prabowo and Gibran in

the “13 Tahun Mata Najwa: Bergerak Bergerak Berdampak” video

3. To explain the reasons of using those types of flouting maxims used by Prabowo and Gibran in “13 Tahun Mata Najwa: Bergerak Bergerak Berdampak” in the ways they are.

1.4 The Scope of the Study

This study attempted to investigate the flouting maxims in the program of Najwa Shihab. The data were taken from the Najwa Shihab YouTube channel dated 19th November 2023. The aspects that observed are occurrences of flouting maxims from the guests namely Prabowo and Gibran.

1.5 The Significance of the Study

The findings of this study have two general significance, they are: theoretical significance and practical significance.

Theoretically, the findings of the study were expected

1. To-enrich the understanding of flouting maxims theory
2. To-widen knowledge of flouting maxims that occur in the political talk in the talk show.

Practically, the findings of the study were expected

1. To be a reference for readers, especially those who are interested in flouting maxims theory.
2. To be useful for speakers in finding realizations for flouting maxims that occur in the talk show and to reveal how an utterance of flouting maxim

persuades and convinces people to achieve his/her goals.



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