

Flouting Maxim Of Grice's Cooperative Principle In An Exclusive Interview With Chris Martin Of Coldplay In Mata Najwa Talkshow

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Abstract

The focus of this research was to analyse the extent of flouting maxim of Grice's Cooperative principle done by Chris Martin, vocalist of the band Coldplay and analyse the types of flouting Grice's Cooperative principle used by guests and their reasons, this interview hosted by NajwaShihab in the Mata Najwa program which is a highly interactive talk show entitled "Exclusive Interview with Chris Martin of Coldplay | Mata Najwa". The research uses a descriptive qualitative and quantitative method since the data is presented as words and numbers. The reason for choosing this talk show is because Chris Martin is an English native speaker, while NajwaSihab is an Indonesian native speaker, making it possible to compare how Grice's Cooperative principle is often flouted during interviews due to language and cultural differences. Inan exclusive interview as shown in this study, 11 utterances were found during the interview, including 4 utterances that flouting maxim quantity, 4 utterances that flouting maxim quality, 2 utterances that flouting maxim relevance and 1 utterance that flouting maxim manner. From the data of flouting maxim, that also found several reasons why Chris do the flouting maxim, these reasons are confusing in giving answer, friendliness, respectful, confidentiality/hiding the truth and Showing empathy. And the most common reason for flouting maxim was found when Chris flouted maxim quantity and quality. As this was a formal interview, the flouting Grice's Cooperative principle was done by politeness strategies. Despite the flouting Grice's Cooperative principle, the conversation still runs well until the end.

Keyword: Cooperative Principle, Flouting Maxim, Grecian Maxim, Mata Najwa.

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A. Introduction

Speech is the most obvious aspect of human communication. In order to convey meaning through communication, interlocutors required to use a particular set of rules, or in the words of language philosopher H.P. Grice (1975) calls the Cooperative Principle (CP), a well-known Grice's maxim. This principle includes four maxims: quantity, quality, relevance, and manner, and these four maxims describe how people generally treat their interlocutors during conversations. It explains how you should react. In other words, these rules are boundaries for speakers and interlocutors to adapt their language according to these rules.

According to Merri Silvia, Basri (2021) stated that cooperative activities can be taken by two people or more, to apply Grice's Cooperative Principle, there must be collaborative and responsive interactions between them. Based on Grice's Cooperative Principle, there are conversations that follow the Cooperative Principle and those that flout Grice's Cooperative Principles, namely flouting of Grice's Cooperative Principle or flouting maxim. Flouting Grice's Cooperative Principles are usually caused by various reason such as politeness, culture, and the social relationship between the speaker and the interlocutor. One of the reasons for the flouted Grice's Cooperative Principle was mentioned by Fatmawati (2020) that one of the reasons for floating the maxim of manner is related to politeness. In fact, very few people encounter or apply these maxims in conversation, because some people consider that using these principles is not a social obligation, people do not fully apply these principles in their daily lives. In line with (Fajrin and Rohmadi in Yulia Citra, 2020) which states that flouting of Grice's Cooperative Principles can occur to all types of maxims.

In addition to conversation, speakers sometimes use sentences that follow or flout Grice's Cooperative Principles so that sometimes the interlocutor understands or does not understand what the speaker means and vice versa. The principles of conversation known as Grice's Cooperative Principle were introduced by Grice (1975). The idea was published by Grice in a lecture by William James, and discussed at Harvard in 1976. He claims that speakers use Cooperative Principles to illustrate the conditions under which people use different expressions to communicate reference meanings in conversation. According to Yule in Ester (2016) the teamwork to make good communication between speaker and listener is known as the Cooperative Principle.

In simple terms, the Grice's Cooperative Principle in conversation proposed by linguist Paul Grice to describe the principles that people follow to guide their conversations, in order for communication to be effective. Grice's maxim also called cooperative principle, the four main maxims that Paul Grice refers to are: maxim of quantity, maxim of quality, maxim of relevance and maxim of manner. The maxim quantity involves the speaker making a response that is as informative as the interlocutor needs. A speaker should never make a contribution that is shorter or longer than necessary, Widdowson in Ester article (2016). But if one delivers more information than needed, it can be called a flouting of the maxim quantity. Maxim of quantity is also known as the be informative principle. The principle of maxim of quality, Grice (as cited in Dessy, 2020) implies that do not say what you believe to be false and you should not say something you believe to be false and you should not say something for which there is no evidence. Maxim of quality this principle is known as be honest principle. In the maxim of Relevance, it explains that the relation or relevance must be accurate because it relates the utterance to other contexts. The definition of this maxim is to state something that is related to the topic of the conversation. Maxim of relevance known as the principle of be relevance.

The fourth maxim in the Grice's Cooperative Principle is the Maxim of manner, Grice theory explained that this avoids the vagueness of the expression, avoids ambiguity, be brief, and avoid

unnecessary redundancy. This principle requires contributions to be clear, concise, organized, and unambiguous. Maxim of manner known as the principle of be clear.

Grice's Cooperative Principle theory is part of the study of pragmatics, and flouting maxims is an act that breaks the rules when the speaker gives a contribution to the conversation. A speaker purposefully flouts the four maxims when they act in a manner that the listener will notice, such as purposefully flouting one of the Cooperative Principles (Grice's maxim). It is not always a bad thing for a speaker to break the Cooperative Principle in communication (Yulia, 2021).

There are lots of reasons why this happens, a deliberate and unintended factor can cause flouting including politeness, culture, and social interactions between the speaker and the listener. In particular, flouting of maxim occurs as a result of the language's related cultural effect. This flouting of the Grice's Cooperative Principle is not without purpose. There are certain reasons why someone does not obey the Cooperative Principle in conversation (Afif, 2017). According to H. Paul Grice's theory of the Cooperative Principle, maxims are guidelines for attitudes in conversation that if flouted by the speaker will lead to implicature. By flouting maxims in conversation, people intentionally disobey the rules of the Grice's Cooperative Principle. Sometimes, speakers can flout one or more Grice's Cooperative Principles. The theory of these Cooperative Principles is part of the study of pragmatics. There are two different ways to have a conversation. One is to follow the Cooperative Principle, and the other is to ignore this principle. This study will focus on which flouted Grice's Cooperative Principle that occurs during question and answer in the interview. The Speaker can flout at least one or more maxims of Grice's Cooperative Principle. To fulfil the purpose of this study, the writer used Paul Grice's theory of Cooperative Principle (CP). Based on his theory, four types of flouting the maxim: flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance, flouting maxim of manner.

Not every single time this Grice's Cooperative Principle should be applied. The Cooperative Principle can frequently be flouting in conversations. However in the conversation, flouting does not equate to "break" or "failure" and conversation continued well. It is normal to disobey Grice's Cooperative Principle. In several situations, the reason why speakers flout the maxim. To respond to the second objectives of this study, it is necessary to find out the reasons why speakers flout the maxims. More broadly, Chaer in Fatmawati (2022) states that the reason for floating the Grice's Cooperative Principle is caused by several things, such as: the desire of the speaker to contribute more in speaking, the reaction to the speech partner's answer, the desire to make the situation hilarious or cause the effect of humor. In line with the explanation above, the flouting Grice's Cooperative Principle is a realization of the social aspect in linguistics. It is stated by Sobhani & Saghebi in Fatmawati (2022) that since the existence of Grice's Cooperative Principle, some researchers have debated its universality because most social behavior is closely determined by culture. Therefore, it cannot be applied universally due to differences between cultures.

B. Methods

Research Instruments

This research is descriptive qualitative research. The purpose of this research is to find out flouting Grice's cooperative principle conducted by Chris in a formal conversation between Chris Martin and Najwa Shihab. The writer categorizes the Grice's cooperative principle that can be found by watching Mata Najwa talk show that was publicised on YouTube platform, 17 May 2023. This analysis focused on the conversation or dialog in the exclusive interview. That is why, the writer will

write down the floating data of the Grice's cooperative principle that was done by Chris martin and during an exclusive interview in Mata Najwa talk show.

Data Collection

This analysis focused on the conversation or dialog in the exclusive interview. That's why, the writer will write down the floating data of the Grice's cooperative principle that were done by Chris. After listing the data, the writer calculated the total types of cooperative principles in the interview as shown in the following table. The percentages of the categorized Grice's cooperative principle can be summarized as the data in the following table. As the technique of collecting data, the writer used observational qualitative. In conducting this research, the writer used a complete observer technique where the researcher observed without participating. Therefore, the researcher observed the conversation in Talk show: An Exclusive Interview with Chris Martin of Coldplay: Mata Najwa without being involved in that conversation. Due to getting those data, the writer did several steps as follows:

1. The writer sees Mata Najwa talk show on YouTube.
2. The writer listens to the talk show of an exclusive interview with Chris Martin of Coldplay in Mata Najwa talk show.
3. The write writes all the conversations in the talk show of Mata Najwa into a transcript.
4. The writer identifies and classifies the conversation form the "Exclusive Interview with Chris Martin of Coldplay": Mata Najwa based on the Grice's Cooperative principle, and then the writer highlights the conversation that is related to Grice's cooperative principle.
5. The writer collects data and classifies the types of flouting Grice's cooperative principles done by Chris; the writer will conclude the types of Grice's cooperative principles that dominate in the exclusive Interview. By classification the writer will explain in conclusion the types of the flouting Grice's cooperative principle and then the writer will show how percentage flouting of Grice's cooperative principle is done by Chris.

Data Analysis

The writer moves to another step, which is analysing data. In this study, the writer applied a pragmatic identity method. Sudaryanto (2018) added that pragmatics identity is a method used when the writer determines the identity of linguistic units by utilising the outside aspect of linguistics. Thus, to identify that linguistics unit, the identity method is used in this research, where that linguistic unit and the effects found from the speakers' utterances. The writer applied this method since the research is concerned with the pragmatic indication that occurs during An Exclusive Interview with Chris Martin of Coldplay in Mata Najwa Talk show.

C. Result

Table 1. Table Example

Nr	Flouting Maxim	Data	%
1	Flouting of maxim quantity	4	36.36
2	Flouting of maxim quality	4	36.36
3	Flouting of maxim relevance	2	18.18
4	Flouting of maxim manner	1	9.10
5	Total	10	100

D. Discussion

By analyzing and classifying all of the collected data based on the flouting Grice's cooperative principles in an "Exclusive Interview with Chris Martin of Coldplay in Mata Najwa talk show" the writer found 11 utterance data during the interview occur that flout the Grice's cooperative principle. 4 data flouting of maxim quantity with percentage 36.36%, 4 data flouting of maxim quantity with percentage 36.36%, 2 data flouting of maxim relevance with percentage 18,18% and only 1 data flouting of maxim manner with percentage 9,10%. And the writer found that the flouting maxim that done by Chris was caused by several reasons such as, show friendliness, showing empathy, confusing in giving answer, create humour and extremely happy. More specifically, the writer found that Chris has a total of 28.57% with 4 reasons for flouting maxim quantity they are; extremely happy, friendliness, respectful and showing empathy. And the writer also found that Chris has a total of 42,84% has a total of 6 reasons for flouting maxim quality, the percentage of flouting maxim quality is more than other flouting done by Chris.

While for flouting maxim relevance and flouting maxim manner only 14,29% have at least 2 reason for flouting maxim. The only purpose of Chris doing that is so that the interview goes well until the end. And it is proven that even though the flouting maxim occurs, the interlocutor does not notice significantly, which means, sometimes flouting maxims necessary to keep the communication in line with the interlocutor's goals so that the conversation runs well until the end.

E. Conclusion

Based on the analysis of the utterances in the interview script earlier, that almost types of flouting maxim were found in the conversation during the interview. Chris Martin is a guest of the Mata Najwa talk show, the answer from Chris is more dominant than Najwa as the host of the show. Therefore, total 11 data utterance, the data of flouting Grice's cooperative principle done by Chris can be concluded that it is flouting of maxim of quantity and flouting of maxim of quality is more often flouting than flouting maxim of relevance or flouting maxim of manner.

The conversation between the two native speakers from two countries was smooth without any obstacles, the social culture between the guests and the host did not prevent the progress of the interview, even though there was a flouting Grice's cooperative principle, Chris as a guest and Najwa as a host still understood each other and allowed the interview continued to run well as it should.

Even when the flouting Grice's cooperative principle occurs, the interlocutor is not realize. Flouting of Grice's cooperative principle is not always a bad thing in communication, sometimes flouting Grice's cooperative principle that is needed for intercultural and social communication to be successful.

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