

THE VIOLATION OF MAXIMS OF COOPERATIVE PRINCIPLE IN

LONDE TORAJA'S VIDEO

A SOCIOPRAGMATIC ANALYSIS



A THESIS

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In English Literature Program

By

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A SOCIOPRAGMATIC ANALYSIS

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It has been examined before the Board of the Thesis Examination on Friday 27
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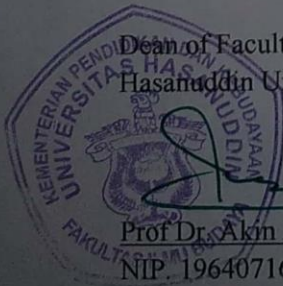
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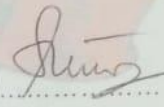
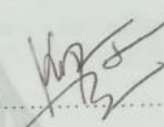


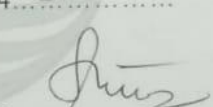
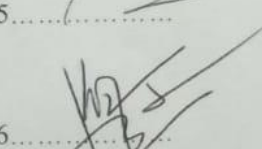
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Today, Friday 27 November 2020, the Board of Thesis Examination has kindly approved a thesis by **HARPAYNI OLIANA RENDEN** (No. F21116318) entitled, **THE VIOLATION OF MAXIMS OF COOPERATIVE PRINCIPLE IN LONDE TORAJA'S VIDEO A SOCIOPRAGMATIC ANALYSIS**, submitted in fulfilment of one of the requirements of undergraduate thesis examination to obtain Sarjana Sastra (S.S) Degree at the English Department, Faculty of Cultural Sciences, Hasanuddin University.

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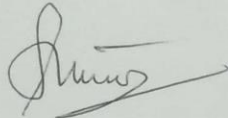
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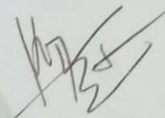
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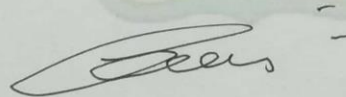
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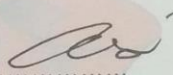


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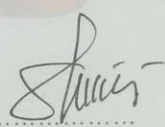
DECLARATION

The thesis by HARPAYANI OLIANA RENDEN (No. F21116318) entitled, THE VIOLATION OF MAXIMS OF COOPERATIVE PRINCIPLE IN LONDE TORAJA'S VIDEO A SOCIOPRAGMATIC ANALYSIS has been revised as advised during examination on 27 November 2020 and approved by the board of Undergraduate Thesis Examiners:

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Menyatakan bahwa Skripsi yang berjudul “**The Violation of Maxims of Cooperative Principle in Londe Toraja’s Video (A Sociopragmatic Analysis)**” adalah BENAR merupakan hasil karya saya sendiri, bukan merupakan pengambilan tulisan atau pemikiran orang lain.

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Makassar, 30 November 2020



(Harpayani Oliana Renden)

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ABSTRACT

HARPAYANI OLIANA RENDEN. *The Violation Of Maxims Of Cooperative Principle In Londe Toraja's Video, A Sociopragmatic Analysis* (supervised by Simon Sitoto and Karmila Mokoginta)

This study aims to investigate and analyze the violation of maxims of cooperative principles in Londe Toraja's video. This video is a humorous political and social discourse to entertain readers as well as a vehicle for social criticism of all forms of imbalance.

The source of the data were verbal utterances of Torajanese with Torajanese dialect. This study used pragmatic study especially theory of principles cooperation by Grice, and supported by other theory of implicature. The research used descriptive qualitative method. The writer collected the data from video transcript, highlighted some sentences, and classified the sentences into four types of violation based on Grice theory. Then the writer explained the implicature of each utterance. The writer limited herself to analyze forty data.

The result of this study shows four types of violations: 12 (30%) maxim of quantity, 11 (27.5%) maxim of quality, 10 (25%) maxim of relevance, and 7 (17.5%) maxim of manner. From the data obtained, it can be concluded that most of the violations of the principles of cooperation in language used in the Londe Toraja video are violations of the maxim of quantity. Most of the speech tend to be exaggerated and contains insignificant information.

Keywords: cooperative principle, violation, implicature, Londe.

ABSTRAK

HARPAYANI OLIANA RENDEN. Pelanggaran Prinsip Kerjasama Dalam Video Londe Toraja, Analisis Sosiopragmatik (dibimbing oleh Simon Sitoto dan Karmila Mokoginta)

Penelitian ini bertujuan untuk menyelidiki dan mengetahui pelanggaran prinsip-prinsip kooperatif dalam video Londe Toraja. Video ini merupakan wacana sosial dan humor politik yang bertujuan untuk menghibur penontonnya sekaligus menjadi wahana kritik sosial atas segala bentuk ketimpangan di masyarakat. Sumber datanya adalah tuturan verbal dialek Toraja. Penelitian ini menggunakan studi pragmatis khususnya teori prinsip kerjasama oleh Grice, dan didukung oleh teori implikatur.

Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif. Penulis mengumpulkan data dari transkrip video, menandai beberapa kalimat, dan mengklasifikasikan kalimat tersebut ke dalam empat jenis pelanggaran prinsip kerjasama berdasarkan teori Grice. Setelah itu penulis menjelaskan implikatur dari tiap ujaran. Penulis membatasi diri untuk menganalisis empat puluh data.

Hasil penelitian menunjukkan empat jenis pelanggaran: 12 (30%) maksim kuantitas, 11 (27,5%) maksim kualitas, 10 (25%) maksim relevansi, dan 7 (17,5%) maksim cara. Dari data yang diperoleh dapat disimpulkan bahwa sebagian besar pelanggaran prinsip kerjasama dalam bahasa yang digunakan dalam video londe toraja adalah pelanggaran terhadap maksim kualitas karena sebagian besar tuturan cenderung dilebih-lebihkan dan memuat informasi yang tidak signifikan.

Kata kunci: prinsip kerjasama, pelanggaran, implikatur, londe

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CHAPTER 1

INTRODUCTION

A. BACKGROUND

Speaking is a social dimension activity. As other social activities, speaking activities can run well if the participants in the speech are all actively involved in the speaking process. But if any of these participants are less active in the speaking activities, it can be sure that the speech cannot run smoothly.

In society people cannot be separated from speech and language. That is because with language, people communicate and interact with their surroundings. Speech is a platform for those who either want to share their feelings or giving their opinion.

Speech can be in the form formal or informal communication, the major differences between formal and informal speech come from social and cultural context in which speaker use them. Therefore, to build an effective social communication, speech with a good decency is needed.

The effective of social communication requires an element of politeness in society. This politeness element is usually viewed in terms of culture, customs and traditions that exist in those communities. Beside that, in communication, the principle of cooperation between a speaker and a listener is needed. However, some speakers sometimes deliberately deviate from the rules the use of language rules by using an implicit form of speech. It is aimed to convey a message to the

speech partner with a specific purpose. Implicit forms of speech can lead to different interpretations deviates, if the message conveyed is not well received. In oral communication, speech is very influenced by context. So, this study refers to the theory of cooperative principles which was formulated by Paul Grice (1975)

The principle of cooperation is one of the principles of conversation in pragmatics. This principle emphasizes the existence of collaborative efforts that exist between speakers and speech partners in a conversation. Therefore, speakers always try to make their speech relevant to the context, clear and easy to understand, concise and clear, and always on issues. And it is all summarized and contained in each maxim of principles of cooperation.

In society one of the some causes of violence or quarreling starts from the unsuitable conversation because of the violence of the cooperative principle of the language used by someone. Sometimes people feel offended because of the language used by interlocutor or someone else, and it can cause contention.

Regarding language and cooperative pragmatics, it is necessary to pay attention to the variety of humorous languages. The language of humor was deliberately created by speech participants to avoid stiffness in the context of the conversation being carried out. Basically, the humorous sentence exists because the speech participants deliberately convey speech that deviates from serious communication speech. With these deviations, a speech conveyed violates the normative principles of conversation. This is done in order to confuse the other person's expectation so as to create an atmosphere of humor in a conversation that evokes happy feelings for the listeners.

The use of language in society covers various fields of life. One of them can be found in electronic media. One form of humorous events in electronic media is the "Londe Toraja" videos which subsequently become the object of this research. This video is a humorous political and social discourse. This video is intended to entertain readers as well as a vehicle for social criticism of all forms of imbalance that occur in society because humor is an effective means when other channels of criticism cannot perform its function.

Londe's video is very popular video among young people in Toraja and the most popular entertainment spectacle. Based on the reason above, the researcher would like to write the thesis entitled "THE VIOLATION OF MAXIMS OF COOPERATIVE PRINCIPLES IN LONDE TORAJA'S VIDEO"

B. IDENTIFICATION OF PROBLEM

Based on the background above, there are two problems that are formulated and they are as follows:

1. There are some conversations in Londe videos which violate the principle of cooperative.
2. Many young people in Toraja are influenced and follow the content creator's language style in this video.

C. SCOPE OF PROBLEM

Based on the previous explanation, the writer limits this research to focus on the utterances uttered in the videos which are considered to violate the maxims of the cooperative principle.

D. RESEARCH QUESTIONS

According to the scope of problem, the writer formulates the main problems to be answered as stated as follows:

1. What are the violation forms of the principles of cooperation in Londe Toraja?
2. What are the implications of the violation forms in Londe Toraja?

E. OBJECTIVE OF WRITING / AIM

The objectives writing of this research as follows:

1. To describe the types of violation of the cooperative cooperation in *londe toraja* conversation.
2. To explain the implicature violation of the cooperative principle in *londe toraja*.

F. SIGNIFICANCE OF WRITING

This research has several significances as the follows:

1. Theoretical benefit

Theoretically, this study may give some contributions for the people who concern in socio-pragmatics and other researchers. Besides, it also expected increases the knowledge in field of politeness and cooperative conversation for the researcher who interest to know about the conventional implicature in society.

2. Practical benefit

Practically, this research is expected to contribute a richer and more systematic conceptual understanding about how politeness in cooperative conversation exists in society. Besides, it is hoped to give new knowledge to the reader related to the language in society.

CHAPTER II

LITERATURE REVIEW

A. PREVIOUS STUDY

In this research the writer use the theory of cooperation principles from Paul Grice (1975) and the theory of politeness principles from Geoffrey Leech (1993) which had several related study to support this research.

There are several studies that use the same theory with this study.

1. Lulu Liu (2017), “Application of Cooperative Principle and Politeness Principle in Class Question-answer Process”. This research is intended to examine the language between teacher and students in English class. It is aimed to clarify if Cooperative Principle and Politeness Principle playing the important role in the class teaching method. From this research it was found that these theories not only help to establish a harmonious teacher-students relationship, but also improve the effect of classroom teaching..

2. Chunxia Zhang, (2017), “ A Study on the Application of the Cooperative Principle in Business English Letters” The researcher focused on figuring out whether the cooperative principle was necessary in the business field. As the result the researcher found that cooperative principle is also applied to business English letter. And of course,

sometimes writers have to break cooperative principles for some reasons and the politeness principle is a significant one.

3. Suko wanarsi (2009), “The Cooperative And Politeness Principle In Radio Broadcasting Conversations”. This research focused on the radio presenters, invited guests, and audiences joining the program. The writer got the data by recorded it using a tape recorder. The results of the data analysis show that generally the ten maxims of Cooperative Principle (CP) and Politeness Principle (PP) are applied by the subject.

4. Sayit Abdul Karim (2016) “Analysis On Cooperative Principle And Politeness Principle In Guest Complaining At X Hotel In Kuta-Bali ” This research is focused on analyzing the principles of cooperation and the principles of politeness that occur at the reception desk in a hotel in Bali that occurs between visitors and employees on duty at the hotel reception desk. From this study, the authors found that the receptionist tries to fulfill the principle of cooperation and the principle of politeness in serving hotel visitors as much as possible, even though the visitor sometimes provides information that is not supposed to violate the principle of cooperation.

5. Nadiatul Khairiah and friends (2019) “The Influences Of Cooperative Principle To The Politeness Principle Violations In The Movie Tenggelamnya Kapal Van Der Wijck” This research discusses the effect of the principle of cooperation on violations that occur in the principle of politeness in the film Tenggelamnya Kapal Van Der Wick. The results showed that the two principles of conversation did not always support each other. Based on the analysis conducted, it was found that there were several utterances that violated the principle of politeness and were influenced by the principle of cooperation that was fulfilled.

In the paragraph above it is been explained about some research that has been done which related to this title and object. But in this study the researcher focused more on the several utterances in the video Londe Toraja which the author deems to violate the principles of cooperation.

B. THEORETICAL BACKGROUND

1. Pragmatics

Pragmatics is a subfield of linguistics and semiotics which concern to study in the way's context contributed to meaning. Pragmatics encompasses speech act theory, conventional implicature politeness interaction, and other ways that imply the meaning of the utterance.

In Leech (1999:6) "*pragmatic is the study of meaning concerning the speech situation*". He develops pragmatics with a broad understanding and uses pragmatic understanding in general as a study of meaning in linguistics. Some areas which include general pragmatics are pragma-linguistics and socio-pragmatics. Pragma-linguistics is a study of the meaning of language related to grammar or linguistics itself, while socio-pragmatics is a study that studies meaning related to sociology (Leech (1993).

How language is used in communication, pragmatics has become an important branch of linguistics. That is why a person cannot understand the nature of language unless he understands pragmatics.

Other problems concern the notions of context and grammaticalization that the definition rests on. Arguably, though, it is a strength of this approach that it is not required to give a prior characterization of the notion of context. For, assuming that we have a clear idea of the limits of semantics, then pragmatics studies all the non-semantic features that are encoded in languages, and these features are aspect so f the context. What aspect so f the gross physical, social and interactional

aspects of the situation of utterance are linguistically relevant is thus an empirical question, and we can study the world's languages to find out what they are. Levinson (1983:10).

So pragmatics is a linguistic study that emphasizes the relationship between language and context. While context, plays a crucial role in establishing good communication in society especially in language use.

On the other hand, pragmatics also studies about the factors that govern our choice of language in social interaction and the effect of our choice on others. In theory, we can say anything we like. In fact, society has a large number of rule so we have follow it in order to constrain the way we speak, *Crystal (1987)*.

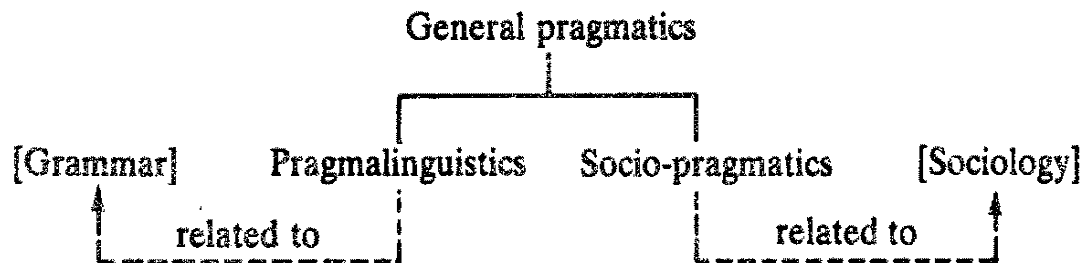
Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). This type of study necessarily involves the interpretation of what people mean in a particular context and how the context influences what is said. This approach necessarily explores how listeners can make inferences about what is said in order to arrive at an interpretation of the speaker's intended meaning. This type of study explores how a great deal of what is unsaid is recognized as part of what is communicated. Yule (1996:3).

Pragmatic studies are also studies of the search for subtle meanings. Actions of daily communication are also determined by the relationship between the perpetrators of communication. Then the understanding of the context in both speaker and hearer is needed so the communication can be fully interwoven.

According to Leech (1993) as interpersonal rhetoric, pragmatics still requires. Another principle besides the principle of cooperation is the politeness principle. Principle modesty is divided into various maxims of wisdom (tact maxim), maxim of generosity (generosity maxim), maxim of acceptance (approbation maxim), maxim of humility (modesty maxim), the agreement maxim, and the sympathy maxim.

2. Socio-pragmatics

As a social being, a human being needs other humans to communicate. Humans are very dependent on language for daily life. The wider the reach of a person's social network, the more frequent communication he will do, and automatically better language proficiency is required.



(Leech 1983 :11)

In other words, socio-pragmatics is a sociological interface of pragmatics. Much of the works which has taken place in conversational analysis has been limited in this sense, and has been closely bound to local conversational data. The term pragma-linguistics, on the other hand can be applied to the other study to the more linguistics and pragmatics-where we consider the particular resources which a given language provides for conveying particular illocutions. Leech (1983:10-11)

So, socio-pragmatic is the study or description of the surrounding conditions that are more specific to the use of language. This is closely related to the social aspects of the community using a language.

Also it is been describes that socio-pragmatics as the "*sociological interface of pragmatics*" Leech (1983: 10) or in other words, pragmatics which are discussed from a sociological point of view. Socio-pragmatics does not only focus on the language, but also on the social environment that supports the language. So, in other words, socio-pragmatics is the meeting point between sociology and pragmatics.

Socio-pragmatics is closely related to sociology, because a person's social factors (age, ethnicity, religion, gender, occupation, etc.) are important factors that influence them when speaking.

As explained, above socio-pragmatics is closely related to pragmatics. Pragmatics is the basis of socio-pragmatics, so that the scope of pragmatics in general is also the scope of socio-pragmatics. In addition, socio-pragmatics also departs from sociolinguistics, so that the scope of socio-pragmatics also includes the area of sociolinguistic studies in general. If sociolinguistics is based on sociology, then of course sociolinguistics examines the relationship of language to social structures, social organizations, and people's behavior.

Meanwhile, pragmatics learns the meaning or meaning contained in speech. Socio-pragmatics combines these two studies (sociolinguistics and pragmatics), of course, socio-pragmatics will study the combination of the two sciences, namely examining the purpose of certain language speech by paying attention to aspects of the language community (Revita, 2013)

Socio-pragmatics is related to sociological problems so that the resulting pragmatic inference is essentially a sociological inference. Socio-pragmatic studies are thus directed at the socio-pragmatic description found in certain cultures (Leech, 1983).

3. Implicature

Etymologically, implicature is "to imply" means "to wrap something into something else". Refer to information, conversational implicature can be interpreted, something that implied in conversation (Jacob L. Mey1993).

Grice (1989) also distinguishes three kinds of implicatures. Three kinds of implicatures are conventional implicature, unconventional implicature, and presupposition. Conventional implicatures are ones obtained directly from the meaning of the word and not from the principle of conversation. Unconventional implicature is a pragmatic implication which implied in a conversation. These unconventional implicatures are also known as implicatures conversation. The conversational implicature is a pragmatic implication contained in a conversation story due to a violation of principle conversation.

In discussing the implicatures, Grice (1989) develops a theory of the relationship between expression, meaning, speaker's meaning, and the implication of a speech. In his theory, he distinguishes three types of implicatures, namely conventional implicatures, unconventional implicatures, and presuppositions. Furthermore, non-conventional implicatures are known as conversational implicatures. Apart from these three kinds of implicatures, Grice (1998) distinguishes two kinds of conversational implicatures, namely specific conversational implicatures and general conversation implicatures. Conventional implicatures are those that are obtained directly from the meaning of words, and not from the principles of conversation (Rustono, 1998). The following are examples of conventional implicatures.

(1). *“The queen is English and therefore brave”*

Unconventional implicature or conversational implicature is a pragmatic implication implied in a conversation. The pragmatic implications differ from the pragmatic functions explicitly presented by speech. In communication, speech always serves a pragmatic function. And in that speech implies an intention or another pragmatic function called the implicature of conversation. The conversation below is an examples that contain conversational implicatures.

(2) Alan: *Are you going to Paul's party?*

Barb: *I have to work.*

Apart from the two types of implicatures above, there are general conversational implicatures and special conversational implicatures. Special conversational implicatures are those whose emergence requires a special context. Speech (1) has implications (2) only if it is in a special context such as in the following conversation (3).

(1) *The cat looks delighted.*

(2) (*Maybe the cat ate the presto milkfish.*)

(3) A: *Where is the presto milkfish stored?*

B: *That cat looks really excited.*

General conversation implicature is one whose presence in the conversation does not require a special context. Implicature (A) as a result of speech (B) is general conversation implicature.

4. Cooperative Principle

Conversation usually requires collaboration between the speaker and the speech partner to achieve a desired goal. The principle that regulates cooperation between speakers and speech partners in a conversation is called the cooperative principle. In order to implement the principle of cooperation, every speaker must obey the four conversational maxims namely the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of implementation manner (Grice (1975)).

a. Maxim of Quantity

In the maxim of quantity there are two rules, namely: "1. *Make your contribution as informative as is required (for the current purposes of the exchange).* 2. *Do not make your contribution more informative than is required.*" (Grice, 1975: 45). Quantity in this case concerns the amount contributed to coherence conversation. In the maxim of quantity, a speaker is expected to provide sufficient, relatively adequate, and as informative information as possible. Such information must not exceed the information actually required by the speech partner. Speech which does not contain information that is really needed by the speech partner can be said to violate the maxim of quantity in the Grice Cooperation Principle.

b. Maxim of Quality

Like the maxim of quantity, the maxim of quality also has two rules, namely: "1. *Do not say what you believe to be false.* 2. *Do not say that for which you lack adequate evidence.*" Grice (1975: 46). In maximizing quality, a speech participant is expected to be able to convey something real and according to the actual facts in his speech. This fact must be supported and based on clear evidence. In other words, contribution from the speech participants must be proven the truth.

c. Maxim of Relevance

Unlike the previous two maxims which consist of two rules, the maxim of relevance only consists of one rule, namely: "*Be relevant*" (Grice, 1975: 46) which means "Your words must be relevant" This maxim requires each conversation participant to make a contribution relevant to the issue of conversation. Regarding this maxim, Levinson states "*make your contributions relevant*" (1983: 102) make contributions that are relevant or appropriate with the topic of conversation. Relevance rules are very important, because they affect the meaning of an

expression which is the essence of the implicature and is also an important factor in the interpretation of a sentence or expression.

d. Maxim of Manner

In the maxim of implementation, each speech participant is expected to speak directly, not fuzzy, and not exaggerated, and coherent. The main rule in this maxim is "Be perspicacious" or "*You must speak clearly*" Grice (1975: 46). There are four special rules of maxim of manner, namely: "1) *avoid obscurity of expression*; 2) *avoid ambiguity*; 3) *be brief (avoid unnecessary prolixity)*; and 4) *be orderly*" Grice (1975:46).

3. The indicator of cooperative conversation

In the politeness model, each interpersonal maxim has a very useful scale for determining the politeness rating of a speech. The formulation of the Leech politeness scale is as follows.

1). The cost-BENEFIT SCALE (P 107) on which is estimate the cost or benefit of the proposed action A to s or to k. 2. The OPTIONALITY SCALE on which illocutions are ordered according to the amount of choice which s allows to A (p 109). 3. The INDIRECTNESS SCALE on which, from s's point of view, illocutions are ordered with respect to the length of the path (in terms of means-ends analysis) connecting the illocutionary act to its illocutionary goal. 4). Authority scale: representing the status relationship between speaker and hearer. 5). Social distance scale: indicating the degree of familiarity between speaker and hearer. Leech (1983: 123-126)

So, the closer the relationship between speaker and hearer, the less polite the speech will be. And also the further relationship between speakers with speech partners, the more polite the speech will be. In other words, the level of familiarity of the relationship between speaker and partner speech greatly determines the politeness of the speech used in speaks.

The five types of Leech politeness scales can be explained one by one as follows (Leech 1987:123-124)

a. The cost benefit scale refers to the size of the losses and benefits resulting from a speech act in a narrative. The more the speech is detrimental to the speaker's self, the more polite the speech will be, the more the speech will benefit the speaker's self, and the more it will be considered impolite.

b. The *OPTIONALITY SCALE* refers to the number or at least of choices conveyed by the speaker to the speech partner in the telling activities. The more the speech allows the speaker or speech partner to make multiple and free choices, the more polite the speech will be, if the speech does not at all give the speaker and partner the possibility of choosing, the speech will be considered impolite.

c. Indirectness scale refers to the direct or indirect ranking of the intent of a speech. The more direct the speech is, the more polite the speech is, the more indirect the meaning of a speech is, and the more polite the speech is.

d. Authority scale refers to the social status relationship between the speaker and the speech partners involved in the speech. The farther the social ranking distance between the speaker and the speech partner. The speech used will tend to be more polite, the closer the social status rank is between the two, the less politeness of the speech used in the speech.

e. Social distance scale or social distance scale refers to the ranking of social relationships between speakers and speech partners involved in a speech. There is a tendency that the closer the social rank is between the two, the less polite the speech is, the farther the

social rank distance between the speaker and the speech partner, the more polite the speech used will be.

As explained above, each interpersonal maxim has a very useful scale for determining the politeness rating of a speech. The data criteria needed by the researcher to follow up the data obtained by using deviant and non-deviant parameters were based on the theory of cooperation principles and the principle of politeness, (Leech 1987:123-126). These parameters are as follows.

A. Cooperative Principles

1). It is categorized to deviate from the maxim of quantity if the speaker does not provide adequate information or if the speaker provides information beyond what the speech partner needs (Grice 1975:45).

2). It is categorized to deviate from the maxim of quality if the speaker conveys something that is not real, does not match the facts that are supported and is based on clear evidence in the speech (Grice 1975:46).

3). It is categorized to deviate from the maxim of relevance if the speaker delivers something that is not relevant to the topic being spoken of (Grice 1975:46).

4). It is categorized to deviate from the maxims of implementation if the said participants do not speak directly, speak un-clear or the conversation is vague and ambiguous (Grice 1975:46).