

**AN ANALYSIS OF FLOUTING MAXIMS ON SOCIAL
MEDIA INSTAGRAM (FOLLOWERS COMMENT ON
ADELE'S CAPTIONS)**

**A Thesis Submitted in Partial Fulfillment of the Requirements for
the Bachelor Degree**

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ABSTRACT

There was a time when a speaker and an interlocutor desired to express implicit meanings that were different from what was said, but they did not wish to cooperate during the communication process. The researcher focused on analyzing the flouting maxims those were flouting the maxim of quantity, quality, relevance, and manner.

This research descriptive used qualitative methods. The analysis particularly discusses the flouting of the maxim in the utterances, which are described in four types. The data of this research are the Instagram followers' comments on Adele's caption. The researcher used Data Condensation, Data Display, and Concluding to analyze the data. Furthermore, the researcher utilized investigator and theoretical triangulation to ensure the validity of the data

The findings show that 35 comments are flouting of maxim on Adele's captions. The most dominant was flouting the maxim of quantity. It flouted 15 times or 43%. The maxim of quality was flouted 4 times or 12% of the time. The maxim of relevance was flouted 12 times or 33% of the time. The maxim of manner was flouted 4 times or 12% of the time. The result of the research shows that the Followers' comments on Adele's Instagram perform all types of flouting maxims. Flouting a maxim can be used to criticize someone or something indirectly. Speakers may flout a maxim to produce a negative pragmatic effect, such as sarcasm or irony.

Keywords: Social Media, Flouting Maxim, Instagram, Adele

DECLARATION

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Certify that this thesis is definitely my own work. I am fully aware that I have quoted some statements and ideas from various sources. All of the quotations are already acknowledged.

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The following thesis entitled : **"AN ANALYSIS OF FLOUTING MAXIM ON SOCIAL MEDIA INSTAGRAM (FOLLOWERS COMMENT ON ADELE CAPTIONS)"** written by **SITI MA' RIFAH** , NPM: 1811040353, Study Program: **English Education**, has been successfully defended at the thesis defense of the Faculty of Tarbiyah and Teacher training, Raden Intan State Islamic University, Lampung. The thesis defense was held on Thursday, July 20th 2023

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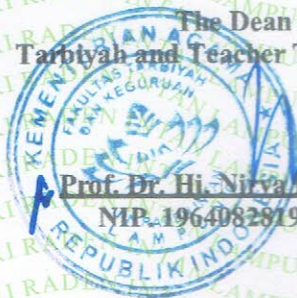
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MOTTO

وَلَا تَيْسُؤُوا مِنْ رَوْحِ اللَّهِ إِنَّهُ لَا يَأْتِيَنَّكُمْ مِنْ رَوْحِ اللَّهِ إِلَّا الْقَوْمَ الْكَافِرُونَ

“and do not despair of the grace of God. Indeed, there is no despair of Allah's mercy, but of the unbelievers.”

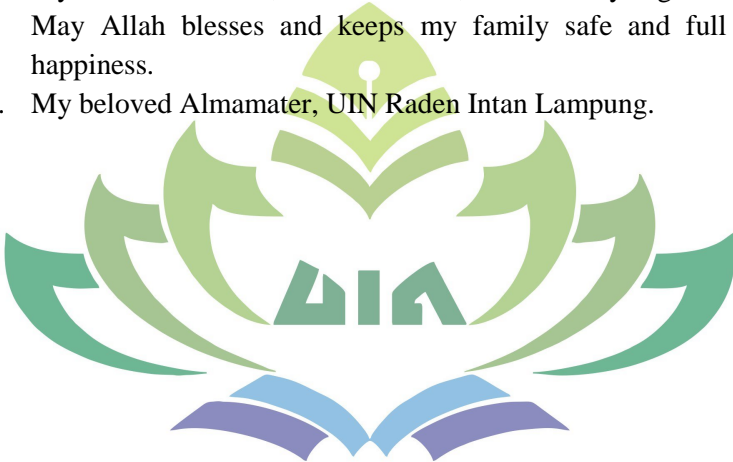
(Qs. Yusuf: 87)



DEDICATION

Praise and gratitude to Allah the almighty for His abundant blessing for me, and from my deep of heart and great of love. Though and salutation always is a pawn to our noble prophet Muhammad Saw and his followers. In this thesis, I dedicated gratefully and thankfully to:

1. My beloved parents, Mr. Sutrisno and Mrs. Partimah, have always taught me to trust in Allah, believe in hard work, and teach me that so much could be done with this little one and have always loved me unconditionally.
2. My beloved brother, Ahmad Arifin, and also my big family. May Allah blesses and keeps my family safe and full of happiness.
3. My beloved Almamater, UIN Raden Intan Lampung.



CURRICULUM VITAE

The name of the researcher is Siti Ma' Rifah. Her nickname is Ma' rifah or Siti. She was born in Way Kanan, Buay Bahuga on August 01 th,2000. She is the second child of Mr. Sutrisno and Mrs. Partimah. She has an older brother named Ahmad Arifin. In her academic background, She studied for the first time in Kindergarten at TK Purna SP 3 and finished in 2006. Then she studied at the Elementary School of MI Psm Way Kanan and graduated in 2012. She continued in Junior High School at MTS Psm Way Kanan and finished in 2015. Then, she continued her study at Senior High School of MA Psm Way Kanan and finished in 2018. In 2018, she entered as a female student of The State of Islamic University Raden Intan Lampung and took English Education as her major. She also joined UKM Pramuka. It was a place for her to increase her skill in scouting because she was active in scouting from junior high school.



ACKNOWLEDGMENT

First, all praise is due to Allah, the most merciful, the most beneficent for His blessing and mercy are given to the researcher during his study and in completing this graduating paper successfully. Then, peace and salutation always be with our prophet Muhammad SAW who has guided us from the darkness to the lightness. This thesis is entitled “An Analysis of flouting maxims on social media Instagram (followers comment on Adele’s Captions)”.

This thesis is presented to the English Study Program of UIN Raden Intan Lampung. The primary aim of writing this thesis is to fulfill a part of the student’s task in partial fulfillment of the requirement to obtain an S-1 degree. In finishing this thesis, the writer obtained so many helps, supports, loved and many valuable things from various sides. Therefore the reseacher would like to express the deepest sense of gratitude to:

1. Prof. Dr. Hj. Nirva Diana, M.Pd the Dean of Tarbiyah and Teacher Training Faculty of Raden Intan State Islamic University of Lampung.
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3. Meisuri, M.Pd the first Advisor, has patiently guided and directed the researcher for the completion of this thesis as well.
4. Istiqomah Nur Rahmawati, M.Pd, the Co-Advisor, has guided with full of patience from the first till the researcher completed this thesis.
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10. Ai Khadijah with her beautiful and meaningful music adds enthusiasm to the researcher in working on her thesis.
11. Adele and her followers thanks for helped the researcher to complete the thesis.
12. My dearest PBI B Class, thanks for their continued support and encouragement.
13. All those who have helped the researcher to complete the thesis which may not be mentioned one by one.

Finally, nothing is perfect neither this thesis. Any corrections, comments, and criticisms for the goodness of this thesis are always open-heartedly welcome.

Bandar Lampung, July 10 2023
The Researcher,

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CHAPTER I INTRODUCTION

1. Title Confirmation

As a first step to understanding the title of this Research, the researcher must explain the title of this Research. The Research entitles "AN ANALYSIS OF FLOUTING MAXIMS ON SOCIAL MEDIA INSTAGRAM (FOLLOWERS COMMENT OF ADELE CAPTIONS) ."A description of some terminology contained in the title of this Research is:

An analysis is the decipherment activity on the subject of various parts and study of the section itself and the relationship between the function to get the correct understanding and understanding of the overall meaning.

The principle of cooperation explains that each participant must contribute well to communication. The intended contribution is to provide sufficient information to the interlocutor, namely information that is correct, clear, coherent, and relevant to the conversation. This principle must apply four maxims to create good communication, namely the Maxim of quality, the Maxim of quantity, the Maxim of relevance, and the Maxim of manner. The speech participants do not always obey the four maxims in communication. When maxims are not followed or observed in communication, it is called "Flouting Maxim."

Social media is a form of electronic communication (such as Web sites for social networking and blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

Instagram is an application that allows users to upload photos or videos to the service.¹Instagram is a photo and video-sharing social

¹Leo Saputra and Leni Marlina, "An Analysis of Slang Words Used by Instagram Account Plesbol," *English Language and Literature* 8, no. 3 (2019): 330, <https://doi.org/10.24036/ell.v8i3.105802>.

networking service founded in 2010 by Kevin Systrom and Mike Krieger, and later acquired by the American company Facebook, now known as Meta Platforms. The app allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging.

Captions are usually short phrases or sentences that describe your post. Users can freely write what they want to comment on. Instagram is very popular because many people around the world use it. Due to the number of users worldwide, some users speak English in their videos with English subtitles, and others can help people worldwide understand what they are saying.

In this research, the researcher analyzed the flouting maxims in Instagram followers' comments on Adelle captions and to know the strategies for flouting maxims in Instagram followers' comments on Adelle captions. The four maxims are the Maxim of quantity, the Maxim of quality, the Maxim of relevance, and the Maxim of manner. The cooperative principle describes how communication in conversation is achieved in everyday social situations.

2. Background of the Problem

Language is an inseparable part of human life because of its function as a means of communicating. The process of communicating can be done in writing or orally. There is a difference between the use of written language and speech language, when a person uses written language, the language used is in a formal format and pays great attention to the grammar used, Meanwhile, when spoken language is used, the speaker tends to pay more attention to how the content of the speech is conveyed properly than paying attention to the grammar of the resulting speech.

In communication, the speaker will convey a certain message conveyed through the language and the interlocutor will try to understand the meaning of the message conveyed. Thus, to create good communication, the speaker and the speech opponent must understand each other well. However, it is often found that the intention conveyed by the speaker cannot be well understood by the speech opponent because the speaker conveys his message unclear or ambiguously.

In linguistics, to make good communication can be done by following the cooperative principle. According to Grice “cooperative principle make your conversational contribution such is required as the stage at which it occurs by the accepted purpose or the direction of the talk exchange in which you are engaged”²

The development of the media is currently a necessity, in supporting various community activities. In today's global era, technology is developing, making it easier for people to obtain information quickly and keep up with developments. Social media as well as oral messages and gestures have become an indispensable part of human communication. The principle of cooperation explains that in communication, each speech participant must contribute well. The contribution in question is to provide sufficient information to the opponent, information that is true, clear, coherent, and relevant to speech. In this principle, Grice stated four maxims must be applied to create good communication, namely the quality maxim, the quantity maxim, the maxim of relevance, and the maxim of manner.³

Adele Laurie Blue Adkins or known as Adele (born in Tottenham, London, May 5, 1988) is a jazz and soul singer and songwriter from England who has a contralto voice. Since her debut album Adele has received some recognition in favor of the commercial and critically. The album debuted at number one and has been certified 4x platinum in the UK. At the 2009 Grammy Awards, Adele won the awards for Best Newcomer and Best Pop Vocal Performance.

Instagram, a mobile photo and video capturing and sharing service, has quickly emerged as a new medium in spotlight in the recent years. It provides users an instantaneous way to capture and share their life moments with friends through a series of (filter manipulated) pictures and videos⁴. Instagram is one of the social media in which users can post photos, and videos, express

²H. P. Grice, “Logic and Conversation,” 1975, 54.

³Grice.

⁴Nihan Baydar Yarbil and Nurcan Argaç, “A First Analysis of Instagram Photo Content and User Types,” *Frontiers of Mathematics in China* 12, no. 1 (2017): 595, <https://www.aaai.org/ocs/index.php/ICWSM/ICWSM14/paper/view/8118/8087>.

opinions, comments, and promotions, like real everyday life. Instagram users must have an account by registering first. Instagram can be used to communicate with many people. Now, many Instagram likes, and many are criticized. One Instagram that is always in the spotlight is Adele's Instagram. Adele uses Instagram for social media. She shares many photos, videos, and words that she puts on his Instagram. All of that always gets a good response from followers or haters. Sometimes, many netizens have a different opinion and comment on Adele's post. For example: when Adele posted about her birthday.

Caption: "What a difference a year makes! If time keeps healing and smoothing out all the creases in my life as it does as they fly by, then I can't wait to be 60! I've never been happier! So many lessons and so many blessings to be grateful. This is 34, and I love it here! Thank you for the birthday love as always x". - 6 May 2022 -

Comment: "You don't know about my country. How dare??? BRAZIL LOVES BOLSONARO PRESIDENT". From account "renatarg."

Seen from Grice's principles, it has no evidence or difference from the fact. The caption says about Adele's birthday, but the follower tells the country Brazil. It means the comment in the caption is not valid. The follower makes perception different from the fact.

This phenomenon can be seen in the prevalent use of language in social media, a communication tool for expressing emotions, getting information, and making new friends among today's young people. Instagram is very popular because many people around the world use it. From the explanations above the researcher has desires to make a research about Flouting Maxim on social media Instagram, especially in Adele account.

Many researcher have been conducted to analyze floating Maxim in their Research. Through the theory of flouting maxims, there are strategies used by the people. To the theory of Grundy as cited in Naifulah, the strategy is a tautology, metaphor, overstatements, rhetorical question, and irony. Not all people use the same strategies here like the followers' comments on social media Instagram. This study takes the followers' comments on Adelle's captions.

The researcher found other research by Jurnal Ilmu Budaya titled An Analysis of Flouting of Maxims by Main Characters in La

La Land Movie by MeryWahyuni, M. BahriArifin, Indah Sari Lubis, English Literature Department, Faculty of Cultural Sciences Mulawarman University. The purpose of the research above is to analyze the flouting maxims of the main character in La La Land movie. This research aims to reveal the kinds of maxims flouted by the main characters and identify the implied meaning behind their utterances the researcher found flouting maxims in the movie.⁵

They were dealing with the floating of Grice's maxims, conducted research entitled "Floating Maxims on Grice's Maxims in the Drama of the Death of a Salesman by Arthur Miller". This study focuses on how the Maxim of quantity, quality, relevance, and manner floated in the drama "the Death of a Salesman" and this study used the qualitative method. The research findings of this study show that all four floats can be found in the drama. The utterance floats the Maxim of quantity when it is too long, the Maxim of quality when it is absurd, the Maxim of relevance when it is an unrelated topic, and the Maxim of manner when it disorders the utterance. In addition, the researched flouting maxims in the main characters of UP! animated movie. The researcher used qualitative research. The results of this study found that there were 47 dialogues containing flouting maxims in UP! Animated movie. Flouting Maxim consists of four kinds, namely flouting the Maxim of quality, flouting the Maxim of quantity, flouting the Maxim of manner, and flouting the Maxim of relevance. The purposes of flouting the maxims were to make the main characters comfortable in the conversation, to avoid other questions, to show pleasure or anger, and to show their knowledge of something in this conversation.⁶

The novelty of this research is the researcher will analyze the types of maxims that are flouted in Instagram followers' comments on Adelle captions and the strategies of flouting maxims that happen in Instagram followers' comments on Adelle captions.

⁵Mery Wahyuni, M. Bahri Arifin, and Indah Sari Lubis, "An Analysis of Flouting Maxims in La La Land Movie," *Literary Criticism Journal* 1, no. 2 (2019): p. 385, <http://e-journals.unmul.ac.id/index.php/JBSSB/article/view/2212>.

⁶Yuyun Nailufah, "Flouting Maxims on Grice 's Maxim in the Drama of," 2008, p.13–16, <http://theses.uin-malang.ac.id/4514/1/01320027.pdf>.

3. Focus and Sub-focus of the Research

This research focused on the flouting maxim found in Adele's Captions on Instagram. In this sub-focus, there are the types of flouting maxims in Instagram followers' comments on Adele captions and the strategy of flouting maxims that happen in Instagram followers' comments on Adele captions.

4. Formulation of the Problem

The formulation of the problem such as:

1. What types of maxim flutes in Instagram followers' comments on Adelle's captions?
2. What strategies for flouting maxims happen in Instagram followers' comments on Adelle captions?

5. The Objective of the Research

Based on the formulation above, the researcher will explain the objective of the Research in this Research:

- a. To find out the flouting of Maxim in Instagram followers' comments of Adelle captions?
- b. To know the strategies to flout maxims in Instagram followers' comments on Adelle captions?

6. The Significance of the Research

A. Theoretical benefit

This Research is expected to enlarge the theoretical perspective on the theory of flouting maxims and cooperative principles. Hopefully, the theory and the finding of this Research will give inspiration and guidance for further Research.

B. Practical benefit

1. For the language lecturers

This study can be used as a reference in teaching the flouting Maxim in university, especially in pragmatics. It will help pay more attention to the flouting Maxim so that people will have a conversation as expected. Therefore, this study will be helpful as a reference to construct such guidelines in teaching cooperative principles.

2. For the language learners

This research will help language learners understand more about the cooperative principle and flouting Maxim. They can apply the cooperative principle in their conversation to make it work effectively and smoothly. Moreover, it is expected to change their perspective about paying more attention to their utterances, especially to those who are close to them.

3. For the future researchers

This research can be used as a reference, source, and information for the related research field in the next future for other researchers.

7. Relevance Research

The first was the subject of earlier research by Nibrosassani in regard to The Flouting Maxim on Twitter Influencer. The purpose of this study is to identify instances of the Wisdom Principle usage in several Indonesian social media celebrities' tweets. The data analysis tool employed in this work is the maximal principle, in particular the maximal importance. According to research, most conversations do not follow the relevance principle. The purpose is to make a joke and to run the conversation smoothly while doing the flouting Maxim.⁷

The second is a study of aphorisms found in "The Jungle Book" text. In this study, teasing was mostly employed to demonstrate verbosity and prevent annoyance. Another observation is that the quality barrier is lower when characters convey the truth as if they are right rather than actively speaking to give more explanations, which would violate the length restriction⁸.

The third study was named "Analysis of Wise Violations on the Good Morning America (GMA) Talk Show" and was carried out by Rufa Marlisa and Didin Nouredine Hedayat. explanation for wisdom. The result was 15 utterances of the flouting found in this

⁷Nibros Hassani, "The Floating Maxim on Twitter Influencers' Tweets," *Journal of Pragmatics Research* 1, no. 2 (2019):p. 139, <https://doi.org/10.18326/jopr.v1i2.139-155>.

⁸H. M. Afifah, I., & Sopiany, "An Analysis of Maxims Flouting in 'The Jungle Book' Movie Script" 87, no. 1,2 (2017): 33, <https://jurnal.ustjogja.ac.id/index.php/JELLT/article/download/1869/1038>.

study. The quantity and manner are the highest maxims in the Good Morning America Talk show. These two maxims occur five times, followed by flouting the Maxim of relation, which happens three times, and lastly, flouting the Maxim of manner two times. Flouting the Maxim of quantity and the Maxim of manner were the highest flouting maxims that appeared during the talk show. The maxim flouting of quality and relevance is the lowest percentage maxim during the talk show. Maxim's flouting almost performed was beneficial in building fun and humor speaking.⁹

Another study is by Muhammad NurAfaldi, and NiaKurniasihentitled "Flouting of Conversational Maxims in Comments on Social Media Instagram ."This study was conducted as a result of the exciting phenomena happening in social media communications, specifically Instagram, from a Pragmatic point of view. The objectives are to identify flouted maxims in comments on Instagram posts. Following the identification, an analysis of the meanings of the flouted maxims is discussed.

Instagram users make fun of the parallels between the study mentioned above and this one. The distinction might be found in the issue or research topic. The study mentioned above makes it difficult to recognize phony comments and likes on Instagram postings. This study involves defining two issues at once: the kind of wisdom that is mocked in Instagram followers' comments on Adelle's comments, and the approach to the concept of mockery that results from those comments.

8. Research Method

A. Research Design

In this study, qualitative research is used. Research that focuses on naturally occurring occurrences is referred to as qualitative, and the data is typically recorded as non-numerical episodes. Data in qualitative research is verbal rather than numerical. The data in this study analyzed by the researchers used a qualitative descriptive

⁹Rofa Marlisa and Didin Nuruddin Hidayat, "The Analysis of Flouting Maxim in Good Morning America (GMA) Talkshow," *English: Journal of Language, Education, and Humanities* 7, no. 2 (2020): p. 136, <https://doi.org/10.22373/ej.v7i2.6630>.

method. This approach used since it tries to evaluate and characterize claims that fall foul of the quantity limit, quality limit, relation limit, and style principle. from our Instagram fans' replies to Adele's comment.

According to Hancock qualitative research is research that is concerned with developing an explanation of social phenomena.¹⁰It entails assisting people in comprehending the social environment in which we live as well as the reasons behind our social norms. To put it another way, qualitative findings are frequently presented in terms that are familiar to the story. Because the purpose of this study is to determine the most common likes that appear in Instagram followers' comments on Adelle's captions as well as the most common violation techniques. The following forms of information are provided by the data, which is presented in language, including Likes that show up in Instagram followers' comments on Adelle's captions and Likes streaming techniques that result from those remarks.

The data is collected by seeing Adele's Instagram and its comment, and then analyzing the flouting maxim of quantity, maxim quality, maxim relevance, and maxim manner. To choose the most frequent method among them, the researcher used percentage category based on Multihajz's formula in Rena and Resti as follows:

$$P = F/N \times 100 \%$$

P = Percentage

F = Frequency

N = Number of maxims.¹¹

B. Data and Sources of Data

¹⁰Ajit Kumar Dalal and Kumar Ravi Priya, "Introduction to Qualitative Research," *Qualitative Research on Illness, Wellbeing, and Self-Growth: Contemporary Indian Perspectives*, 2016, p. 2, <https://doi.org/10.4324/9781315539829-7>.


¹¹Rena Al Asyifa Nur Ulfah and Resti Afrilia, "An Analysis of Flouting Maxim in 'the B.F.G' Movie," *PROJECT (Professional Journal of English Education)* 1, no. 5 (2018): 690, <https://doi.org/10.22460/project.v1i5.p687-695>.

The data of this Research is in the form of utterances that contain flouting of the Maxim in Instagram followers' comments on Adelle's captions. Nevertheless, the primary data of this Research is the utterances of the whole characters. The context of the data is also the utterances that contain flouting of the Maxim in Instagram followers' comments on Adelle's captions. The researcher collected the data from the followers' comments on Adelle's captions as the data source. This is the caption and comment on Adele's Instagram:

Caption:

adele What a difference a year makes! If time keeps healing and smoothing out all the creases in my life like it does as the years fly by, then I can't wait to be 60! I've never been happier! So many lessons, so many blessings to be grateful for. This is 34, and I love it here! Thank you for the birthday love as always x


Comment:

 **_jam__mustafa_** follow me
7 w 1 like Reply Send

Caption:

adele Well I never! Happy 10 years old friend! It's crazy how little I remember of what it was like and how I felt a decade ago. But Thank You from the bottom of my heart for letting us into your lives and letting me be a soundtrack to some of it x

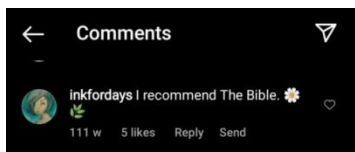
Comment:

 **krue_love** Love her chin dimple
39 w 1 like Reply Send

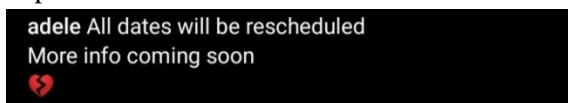
Caption:

adele This book!! This book is breathtakingly beautiful and has woken up every part of me. I'm not about to start a book club, but you'll be better off if you read it! X

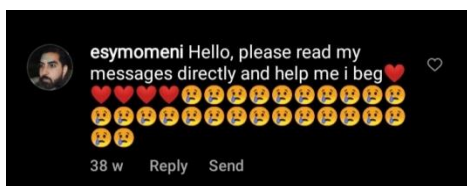
Comment:



Caption:



Comment:



C. Research Instrument

The research instrument is the researcher herself. In this case, the researcher planned the research, she was also involved in collecting, identifying, analyzing, and discussing the data straightly. Furthermore, note-taking is also used by her when collecting the data of the comments which were classified into flouting maxim.

D. Data Collection Technique

Data collection is important to determine the result of the study. The research procedure to collect the data are:

Reading Captions and followers' comments on Posting Photos or videos on Adele's Instagram Account. The researcher pays attention to the posting of photos or videos on Adele's Instagram Account and tries to relate and focus on the caption and the comment. Then, taking Notes of The Flouting Maxim in the Photo or Video Caption. After that, the researcher took some notes by collecting the flouting maxim in the followers' comments. Wrote the flouting maxim on the comment which contains flouting maxims such as quality, quantity, manner, and relevance. The last, classified data in form of flouting maxim. After that, the data was arranged into the type of flouting

maxim, the researcher composed a table to make it easy to share the data found.

No	Types of Maxim	Quantity	Percentage
1.	-		
2.	-		
3.	-		
4.	-		
	Total		

E. Data Analysis

According to Miles and Huberman, data analysis has three main components: data condensation, data display, and concluding data analysis. Data analysis is the process of systematically searching and sorting out the data obtained from the interview, field records, and other materials, to be easy to understand, and the findings can be informed of the formation of the problem through interviews, field records, and surveys. Other materials and organize them systematically so that others can easily understand them.

F. Trustworthiness of Data Analysis

In this research, the researcher needed to build trust because it can increase the reader's confidence that the findings are worthy of attention. The researcher used triangulation techniques to validate the research, According to Noble and Heale (2019), research triangulation refers to the process that helps to increase the credibility and validity of the research.¹²Triangulation was defined as a process of combining data from different sources to study a particular social phenomenon. Norman Denzin identified four types of triangulation:

- a. Data triangulation: the use of multiple data sources in a single study

¹²Anita Bans-Akutey and Benjamin Makimilua Tiimub, "Triangulation in Research," *Academia Letters*, no. September (2021): p.1, <https://doi.org/10.20935/al3392>.

- b. Investigator triangulation: the use of multiple investigators/researchers to study a particular phenomenon
- c. Theory triangulation: the use of multiple perspectives to interpret the results of a study
- d. Methods triangulation: According to Norman Denzin The core strength of methods triangulation is its potential to expose unique differences or meaningful information that may have remained undiscovered with the use of only one approach or data collection technique in the study. Combining quantitative and qualitative methods enhances the ability of analysts to rule out rival explanations of change and improves the validity and reliability of change-related findings.¹³

From the explanation above, this research used theory triangulation and investigator triangulation to test the validity of the data obtained. Furthermore, to make sure that the identification of the flouting maxim used by Follower's comment on Adele's Instagram is accurate the researcher asked an expert (English lecturer) and Alumni in English Education Uin Raden Intan Lampung as a validator to validate the data.

9. Systematic Discussion

The researcher discusses the Research in the structure below:

1. Chapter I

This chapter presents the introduction, which consists of a title affirmation, a background of the problem, identification, and limitation of the problem, formulation of the problem, objective of the Research, significance of the Research, relevance studies, and research method.

2. Chapter II

An explanation of some of the theories used as a research framework can be seen in this chapter. The literature review is

¹³UN Aids, "An Introduction to Triangulation," n.d., p.13,
http://www.unaids.org/en/media/unaids/contentassets/documents/document/2010/10_4-Intro-to-triangulation-MEF.pdf.

intended to provide knowledge about a topic or field of research and present the information in written form. The theories help the researcher in presenting the research and the theories are pragmatics theory, cooperation principle, flouting maxim, and strategy.

3. Chapter III

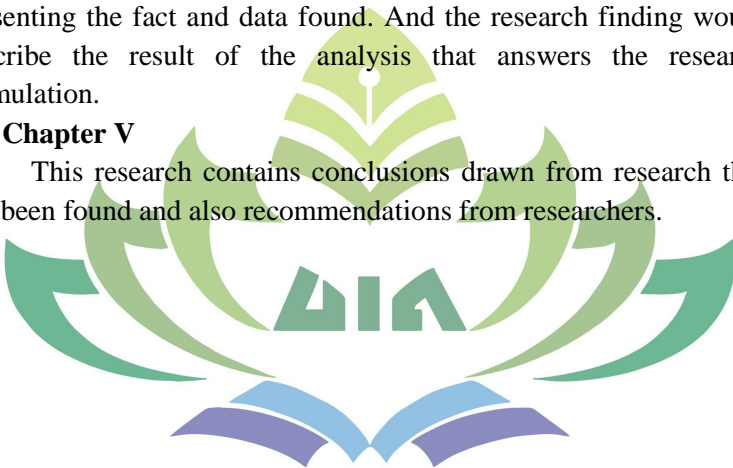
This chapter contains a general description of the research and presentation of the research fact and data.

4. Chapter IV

This chapter contains research findings and discussion. The data analysis would describe the analysis of research data by presenting the fact and data found. And the research finding would describe the result of the analysis that answers the research formulation.

5. Chapter V

This research contains conclusions drawn from research that has been found and also recommendations from researchers.



CHAPTER II

LITERATURE REVIEW

1. Pragmatics

Pragmatics is a part of linguistics that explores the state of language use of speakers and speech partners, which is influenced by the context of communication and the context in which the language is spoken. According to Yule says that pragmatics is concerned with the study of meaning as conveyed by speakers or writers and interpreted by listeners or readers and explains that this type of study necessarily involves interpreting what people mean in a given context and how that context affects what is said.¹ Meystates that pragmatics studies human language's condition as society's context determines this. Pragmatic is needed if we want a fuller, more profound, and more reasonable account of human language behavior.² Pragmatics is especially interested in the relationship between language and context. It includes studying how language interpretation is made depending on the speaker's knowledge, how speakers use and understand utterances, and how the relationship between speakers and hearers influences the structure of sentences.

Pragmatics deals with the utterance by which we will mean specific events, the intentional act so speakers at a time and place, typically involving language. The pragmatics analysis focuses on the meaning of the word or sentence. Pragmatics is the study of how utterances have meaning in a situation. Levinson defines pragmatics as “the study of those aspects of the relationship between language and context relevant to grammar writing”.³ Pragmatics is the study of the relationship between linguistic forms and the users of those forms.

¹George Yule, “Pragmatics by George Yule,” in *Spain: OUP Oxford*, 1996, 04.

²Pinta Veronika Silalahi, "A Highlight on Pragmatics," *Language* 16, no. 01 (2016):p.84.

³Jenna Nadia, Rasbi Putri, and Adventina Putranti, “Humorous Situations Created by Violations and Floutings of Conversational Maxims in a Situation Comedy Entitled How I Met Your Mother” 17, no. 1 (2017):p. 83.

Pragmatics concentrates on the aspects of meaning that cannot be predicted by linguistic knowledge alone and considers knowledge about the physical and social world. The advantage of studying language via pragmatics is that one can talk about people's intended meaning, their assumptions, their purpose or goals, and also their kind of action.

Pragmatics is the study of the language used in contextualized communication and the usage principle associated with it. Pragmatics concerns the function of language in communication and the speakers' intention or meaning while stating an utterance toward the hearer.

2. Cooperative Principle

The success of a conversation depends on the various speaker's approaches to the interaction. How people try to make, conversation work is called Cooperative Principle. The Cooperative principle is a primary underlying assumption we make when we speak to one another that we are trying to cooperate to construct meaningful conversation. Grice said the cooperative Principle, "make your conversational contribution such is required as the stage at which it occurs by the accepted purpose or the direction of the talk exchange in which you are engaged."⁴ In other words, we as speakers should contribute meaningful, productive utterances to further the conversation. It follows that as listeners, we assume that our conversational partners are doing the same. Concerning his Cooperative Principle, Grice divides Cooperative Principle into four basic conversational maxims.⁵

The cooperative principle consists of four maxims, each covering one aspect of linguistic interaction and describing what is expected of a cooperative speaker concerning that Maxim. The Maxim, with rough paraphrases of their content, are:

1. The Maxim of Quantity: Say enough, but do not say too much.
2. The Maxim of Quality: Say only what you have reason to

⁴ Grice Paul, "Logic and Conversation." Harvard University. P.45

⁵ Agnes Herawati, "The Cooperative Principle: Is Grice's Theory Suitable to Indonesian Language Culture?," *Lingua Cultura* 7, no. 1 (2013):p. 44, <https://doi.org/10.21512/lc.v7i1.417>.

believe is true.

3. The Maxim of Relevance: Say only what is relevant.
4. The Maxim of Manner: Be brief, clear, and unambiguous.⁶

According to Grice, if we want to communicate effectively, it could be achieved when a speaker makes a contribution as required by the hearer.⁷ If the individual or speaker follows the four maxims of the cooperative principle, including the Maxim of first-rate, quantity, relation, and manner, that will make conversation most effective. However, maxims accomplish a communicative essential foremost of discussion, and maxims are the rules to understand whether or not the speaker can be cooperative even as he contributes the information in conversation.

A. Maxim of Quality

Grice's formulation of the Maxim of quality is composed of the following two submaxims:

1. Do not say what you believe to be false.
2. Do not say that for which you lack adequate evidence.

According to Birner, this Maxim is sometimes paraphrased as "say what is true" or something along those lines⁸, but Grice realized that, of course, one cannot always (or perhaps ever) be sure of what is true: the best one can do to say only what one believes to be true.⁹ Besides, Cutting said "which says that the speaker are expected to sincere, to be saying something that they believe corresponds o reality. They are assum not to say anything that they belive to be false or anything for which they lack evidence. Some speakers like to draw their hearers' attention to the fact that they are only saying what they

⁶H.P. Grice, *Logic and Conversation. A.P. Philosophy of Language*, ed. Martinich (New York: Oxford University Press, 1975). P. 46

⁷Melinda Kurniati and Sharifah Hanidar, "The Flouting of the Gricean Maxims in the Movies *Insidious* and *Insidious 2*," *Lexicon* 5, no. 1 (2018):p. 65, <https://doi.org/10.22146/lexicon.v5i1.41282>.

⁸Betty J. Birner, *Introduction to Pragmatics*, 2013, vol. 1999, n.d. p.44

⁹*Ibid*

believe to be true, and that they lack adequate evidence.”¹⁰ For example:

A : I'll ring you tomorrow afternoon then.

B: Em, I shall be there as far as I know, and in the meantime have a word with Mum Dad if Right, bye-bye

A: bye, bye

B says ‘as far as I know’, meaning ‘I can’t be totally sure if this is true’ so that if A rings up and finds that B is not there, B is protected from accusations of lying by the fact that she did make it clear that she was uncertain. Most hearers assume that speakers are not lying, and most speakers know that.

Another example about the maxim of quality in Adele Instagram Account:

Caption: #W4Water 1.5 million children die every year due to water related diseases. Pls support @drop4drop with their mission to end the water crisis.

Comment: Yep. Make this about the children.

From account : “itsmelodyslife”¹¹

In this example, the comment achieves the maxim of quality because the caption tells the truth about the water crisis.

B. Maxim of Quantity

Grice’s formulation of the maxim quantity has two parts:

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.¹²

Those have meant that the Maxim of quantity advises the speaker to be brief. One of the participants should contribute as much information as required and not commit

¹⁰Joan Cutting, *Pragmatics and Discourse: A Resource Book for Students* (London, New York: Routledge, 2002). P.36

¹¹Adele, “Instagram,” 22 March, 2017.

¹²*Ibid*

and give too much information than is needed.
For example:

Speaker A: 'Do you know if Katie got on okay with her exams?'

Speaker B: 'Yes, I do. She did really well and got an A!'

Here speaker B could have ended their reply after 'yes, I do.' However, they shared all of the information they knew so as not to flout the Maxim of quantity.

Other example in the comment caption on Adele's Instagram:

Caption: All dates will be rescheduled more info coming soon

Comment: It's ok, just stay well.

From account "Sk8infaith",¹³

In the example above, it can be seen that the comment gives enough information to the reader. So that in this case, the comment has complied with the maxim of quantity in the principle of cooperation by Grice.

C. Maxim of Relevance

The Maxim of relevance says that speakers are assumed to be saying something relevant to what has been said before. What is meant by this Maxim is that the current utterance must have something to do with the context. It must be related to what has come before it in the discourse and what is happening in the situation.¹⁴ And this Maxim is significant and relevant to the topic discussed. For example:

Speaker A: 'Do you think Leo is dating someone new?'

Speaker B: 'Well, he goes to Brighton most weekends.'

¹³Adele, "Instagram," 21 January, 2022.

¹⁴*Ibid*

Due to the Maxim of relevance, we can infer that there is a link between Leo dating someone and him going to Brighton, and speaker B isn't just randomly telling us about Leo's trips to Brighton.

Other example:

***Caption:** You did it!! It's come home!! Congratulations @lionesses what a game changer!! So proud.*

***Comment:** Please support Iranian women mrs Adele we need your support in Iran please.*

The example shows that the comment gives a the same topic with the caption so in this caption and comment following the maxim of relevance, because the caption talk about women football and the comment also ask Adele to support the woman football in iran.

D. Maxim of Manner

Grice defined under the category of manner, which understands as related to various maxims, such as:

1. Avoid obscurity of expression.
2. Avoid ambiguity.
3. Be brief (avoid unnecessary prolixity).
4. Be orderly.¹⁵

The Maxim of manner is that we should be brief and orderly and avoid obscurity and ambiguity. In this exchange from a committee meeting, the speaker points to the fact that he is observing Maxim. The speaker is brief or pointed in speaking, which means the speaker has to be informed of something to tell without ambiguity and confusion. For example:

'I'm writing an essay on metonymy. It's a type of figure of speech!'

Here the speaker knew that it was possible that the

¹⁵*Ibid*

listener wouldn't know the term metonymy and decided to give a quick explanation.

Other example on Adele's Instagram:

Caption: *This book! This book is breathtakingly beautiful and has woken up every part of me. I'm not about to start a book club, but you'll be better off if you read it!*

Comment: *I read this entire book this weekend I could not put it down. Thank you @jedidiahjenkins and @adele for sharing this story with the world!.*

From account "wendymiller4".

In this comment, there is no ambiguity or obscurity because the caption tells about the book from Jedidah and the comment also says about that book. Thus, it can be concluded that the comment follows the maxim of manner.

3. Flouting Maxim

The flouting maxim is a particularly salient way of getting an addressee to draw an inference and hence recover an implicature.¹⁶ A flouting maxim intentionally breaks the maxims to convey hidden meanings and leads the listener to find out the implied meaning of the maxim flouting. Flouting Maxim means willfully failing to follow the maxims of the Cooperative Principle without any intention to deceive or create a misunderstanding. The reason is that the speaker wishes the listener to understand the meaning of the speaker, either the literal expressed meaning or the hidden meaning.

Most people are seldom aware of what causes such misunderstandings, so they can observe the Cooperative Principle to maintain the conversation harmoniously and smoothly and reduce misunderstanding when people are in the communication process. The principle consists of four maxims: quality, quantity, relevance, and manner. Each Maxim represents how anticipated people are to perform their conversation. The speaker and the hearer are said to

¹⁶Peter Grundy, "Doing Pragmatics," in *The Modern Language Journal*, second, vol. 80 (London, New York: 2013, 1996), 144, <https://doi.org/10.2307/328669>.

have fulfilled the Cooperative Principle when they achieve a successful conversation. Flouting maxims is a result of the speaker conveying in addition to the literal meaning, which is conversational implicature. A speaker who makes it clear that they are not following the conversational maxims is said to be flouting the maxims, which also gives rise to an implicature. Here are some examples, they are:

A. Flouting Maxim of Quality

The speaker flouting the Maxim of quality may do it in several ways. First, they may say something that does not represent their thoughts. This flouting occurs if the speaker tries to deny something that he or she believes to be false or in other words, the speaker lies or says something false or he/she is certain that something is false or in other words, the speaker lies or says an untrue statement that is not true and says something without enough evidence. Cutting argues the speaker flouts the maxim of quality because he simply says something that obviously does not represent what he has in mind. The speaker also flouts the maxim by saying exaggeration. In other words, it is also called hyperbole. Here is an example of flouting maxim quality.¹⁷ Here is an example of flouting maxim quality :

Lynn: Yes I'm starving too

Martin: Hurry up girl

Lynn: oh dear, stop eating rubbish, you won't eat any dinner.

In which “I’m starving” is a well established exaggerating expression. No speaker would expect their hearer to say, “what, you could eat a whole horse?” or I don’t think you are dying or hunger – you don’t even look thin. Hearer would be expected to know that the speaker simply mean that they were very hungry.

Other example in Adele Instagram:

Caption: *All dates will be rescheduled more info coming soon*

Comment: *she's lying ! she too busy trying to hang on to boyfriend that she can't think straight.*

From account “stephewsy”

¹⁷ *Ibid.* p.37

This comment, it has no evidence or give untrue statement, the comment also lying and create a controversy or trigger reactions from other. and Adele rescheduled her concert because Covid-19. So, this comment flout the maxim of quality.

B. Flouting Maxim of Quantity

The speaker who flouts the Maxim of quantity seems to give too little or too much information. The speaker blatantly provides more or less information or may give information not as arranged. Here's an example from Cutting:

Madeline: Well, how do I look?

Jennifer: Your shoes are nice

In that conversation Jennifer's response does not give Madeline all of the information she required to completely comprehend what was being conveyed. Jennifer is not implying that a cute t-shirt and jeans look awful, but she realized Madeline would understand the implicature because Madeline had questioned about the entire outfit and had only been given a piece of it. The conversation in the example above clearly flouts the quantity maxim because the information required is insufficient. Jennifer's response is incomplete, but Madeline can deduce the implied meaning.

Other example in Adele Instagram:

***Caption:** All dates will be rescheduled more info coming soon*

***Comment:** It's okay baby, I still love you I love your british accent so beautiful!*

From the comment above, it seems to flout the maxim of quantity because the comment gives too much information. When Adele says about her schedule, the follower says too much information. But it cannot fulfill the regulation of communication based on the Cooperative Principle.

C. Flouting Maxim of Relevance

The Maxim of relevance says that speakers are assumed to be saying something relevant to what has been said before. What is meant by this Maxim is that the current utterance must have something to do with the context. It must be related to what has come before it in the discourse and what is happening in the situation. Grice said “The flouting in this maxim usually happens when someone does not want to answer the question and directly change the topic of the discussion”.¹⁸The following conversation provides an example of this occurrence:

A : what do you think of Mark?

B : his flatmate is a wonderful cook

In the example above B’s answer is not relevant to the question given. A asks about Mark, whereas B answers by stating about Mark’s flatmate. Nevertheless, A tries to deduce the implied meaning that B is not that interested in Mark. However, does not merely mean B is not impressed with Mark, he can also be unfamiliar with Mark. On the other hand, B knows his flatmate well rather than Mark, therefore he chooses to describe his flatmate.

Other example in Adele Instagram:

Caption: All dates will be rescheduled more info coming soon

Comment: you have a unique glow

From account “imperio_sucesso08”

This comment shows that the comment gives a different topic from the caption. It makes this comment flouts the maxim of relevance. The caption is about the information that Adele will be rescheduling the concert but, the follower says about the dress of Adele.

¹⁸*Ibid*

D. Flouting Maxim of Manner

Flouting maxim happens when a speaker expresses something which is not clear enough. It can cause a hearer to deduce many possible meanings. Hence, when the speaker flouts the maxim of manner, the hearer frequently feels confused due to the utterances from the speaker. Cutting argues that the flouting maxim of manner might appear to be obscure.¹⁹ In addition, it is not merely obscure, but also to avoid the third party to know about the topic. Here is an example of flouting the maxim of the manner in the conversation below:

A: Where are you going?

B: I am thinking of going out to get some of that funny white stuff for someone.

A: OK, but don't take too long, dinner's almost prepared.

The conversation between a husband (B) and his wife (A) about getting ice cream for their child takes place in a kitchen near the sitting room. Their daughter can hear what they're saying since the kitchen and living room are close enough together. To keep their daughter from being overly thrilled at the idea of receiving her favorite ice cream, the husband uses difficult-to-understand terms.

Other example in Adele Instagram:

Captions: *You did it!! It's come home!! Congratulations @lionesses what a game changer!! So proud.*

Comment: *You are magnific sufering because you are rerilly sensible women, Life never ghivyou wath thu you expected to give.....Live its desatru,"By strong my love Adele, Im suporting.*

From account "gheorghe1999"

In this comment, the information is not brief and the comment did not give a clear statement. In this case, this comment did not have any clear reference, so this comment flute the maxim of manner.

¹⁹*Ibid*

4. Strategies for Flouting maxim

Flouting maxim can happen in a variety of ways. Several strategies can be used by speakers to carry it out. When a speaker states something and expects the speech partner to catch the implied meaning, strategy plays an important role in it. This strategy can determine whether the interlocutor can catch the implied meaning or not. Grice stated that the use of flouting maxims causes many of the traditional figures of speech". Here, figures of speech are the effects of flouting maxims.²⁰ However, on the other hand, Grundy has a different opinion about it. In his book, Grundy stated that rhetorical strategies which include figures of speech may be considered flouting the maxims of the cooperative principle. Here, rhetorical strategies are the mean of flouting maxims, not the effects. To answer the second objective of this research, this theory of rhetorical strategies is used. According to Grundy rhetorical strategies include tautology, metaphor, overstatement, understatement, rhetorical question, and irony.²¹ In further explanation, rhetorical strategies as the strategies of flouting maxim in detail are as follows:

a. Tautology

Tautology is the first rhetorical strategy considered to flout the maxims of the cooperative principle. According to Grundy is an expression used frequently to express a complex meaning more easily. It is a conventional idiom. Because of the frequency of use, the meaning of an expression becomes more idiomatic but easier to understand.²² This strategy is used by people when they tell something differently, whereas it has the same meaning. People say a thing two ways.

b. Metaphor

Metaphor in the reaction theory is the use of an expression in which there is a relationship between

²⁰*Ibid*

²¹Mary E. Wildner-Bassett and Peter Grundy, "Doing Pragmatics," *The Modern Language Journal* 80, no. 2 (1996): p.76–77, <https://doi.org/10.2307/328669>.

²²*Ibid*

metaphorical expression and literal expression.²³This strategy is done when the speaker or writer describes a person or object in a literary way by referring to something that is considered to have similar characteristics to the person or object that is trying to be described.

c. Overstatement

Overstatement is the second strategy of flouting maxims. It is the opposite of understatement. According to Leech, overstatement is similar to hyperbole. That is a case where a speaker describes something stronger than the actual state of affairs. It is a kind of figure of speech. As the term hyper means over or above, hyperbole is making something above reality²⁴.

d. Understatement

This strategy can be understood when the speaker or writer flouts the maxim, he/she uses information just a little. It cannot be understood well by other people because it is not detailed information. Understatement is the opposite of overstatement. If overstatement describes something stronger than the actual state of affairs, on the other hand, understatement or litotes describes something weaker than the actual state of affairs. Understatement has a different exaggeration from hyperbole. It is a figure of speech that makes something understated or less important, while in fact, it is incredible.

e. Rhetorical Question

The rhetorical question is a rhetorical strategy in which a question is used to make a statement and force the listener or reader to interpret the question. The meaning of this strategy is when the listener or reader gives a response to a question. So, they need to answer this.

²³Leech, "The Pragmatics of Style," *The Pragmatics of Style* 21 (2014): 148, <https://doi.org/10.4324/9781315857381>.

²⁴Ibid

f. Irony

the irony is a figure of speech that suggests a different meaning than is said. Leech in his book compares irony and banter as a pair. He states that irony is a friendly way of being offensive. On the other hand, banter is described as an offensive way of being friendly. It is said that irony and banter are opposite of each other²⁵.

5. Implicature

All of the implicatures discussed above in connection with the cooperative principle have been conversational. One hallmark of a conversational implicature is that its contribution to the utterance's meaning is not truth conditional. If it turned out that the implicature did not hold, the reality of the statement would not be affected. Another is that the implicature is context-dependent. If the context differed, this particular form might not give rise to the same implicature.²⁶

Implicature is a primary example of more being communicated than is said, but for them to be interpreted, one must first assume some basic cooperative principle to be in operation. Implicature is a component of speaker meaning that constitutes an aspect of what is meant in the speaker's utterance without being part of what is said. Furthermore, implicature is a general cover term to stand in contrast to what is said or expressed by the truth condition of expression and to include all kinds of pragmatics.

6. Social Media

In recent years, social media has become a popular platform for individuals to express their opinions and engage in online conversations. However, the informal nature of these platforms often leads to violations of these maxims. Adele, a popular musician, has accumulated a large following on Instagram and often uploads photos with captions. The comments left by her followers on these posts provide an interesting case study to analyze how the principle of

²⁶Betty J. Birner, *Introduction to Pragmatics*.p.62

cooperation is violated on social media. A content analysis of the comments shows that the maxim of relevance is often violated by her followers who leave comments that are not relevant to the post or caption. For example, when Adele posted a photo of herself on vacation, a follower commented on the state of the environment instead of commenting on the photo itself.

Social media is an element of the new media with the highest activity on the internet, which uses web-based technologies that transform and broadcast media monologues into social dialogues, and support the democratization of knowledge and information while transforming people from content consumers to content producers.²⁷ Social media is a medium to socialize online, allowing humans to interact without being limited by space and time. Social media can be grouped into several major sections, namely:

1. Social Networks and social media to socialize and interact (Facebook, Instagram, Linked In)
2. Discuss social media that facilitates a group of people to chat and discuss (Google Talk, Yahoo)
3. Share, social media that facilitates us to share files, videos, and music (Youtube, Tiktok)
4. Publish (WordPress, Wikipedia, Blog).

7. **Instagram**

Instagram is an application that allows users to upload photos or videos to the service.²⁸ Users can follow, like, and comment on other users to add content to their feeds. Users can also add captions and locations when posting photos and videos. Captions are usually short phrases or sentences that describe your post. Users can freely write what they want to comment. Instagram is very popular because many people around the world use it. Due to the number of users

²⁷Ifeoma Vivian and Chinwe Elizabeth, "Social Media: An Effective Tool for Social Mobilization in Nigeria," *IOSR Journal Of Humanities And Social Science Ver. III* 20, no. 4 (2015): 13, <https://doi.org/10.9790/0837-20431021>.

²⁸Saputra and Marlina, "An Analysis of Slang Words Used by Instagram Account Plesbol."

worldwide, some users speak English in their videos with English subtitles, while others can help people worldwide understand what they are saying.

Uploading Photos and Videos Instagram's primary usage is uploading and sharing photos and videos with other users. Photos and videos you want to upload can be obtained directly from an Instagram camera or take photos and videos in the gallery of a mobile phone. In primary function, Instagram is used to share photos and videos. It is always trying to improve the video quality. It changed the video restriction time from 15 seconds to 60 seconds. Pictures and videos you want to upload usually use captions following theme, announcement, feelings, purpose, and others.

a. Captions

Before posting a photo, users can add a short or long description to give them something about the image based on what they are thinking about the photo. The first is emotion. The emotion is derived from an icon. It describes how the user might be feeling in the context of the image or video they are uploading. The second is an arroba with an @ symbol in front of it. Just like Facebook and Twitter, Instagram can now tag other users by adding @ and entering the Instagram user account name. The third is verbal expression. The caption is made up of spoken words that describe the image or video posted by the user by making a verbal expression. Fourth is the hashtag (#). Hashtags should be keywords or phrases that are related to the description of the Instagram post. You can look them up on Instagram. Hashtags are tags used to describe topics on social networks and indicate the subject of the post. It helps you search, find images, and add images to popular content.

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