MAXIM VIOLATION IN THE TALKSHOW JIMMY KIMMEL WITH THE GUEST-STAR BARACK OBAMA

A Thesis

Submitted as a Partial Fulfillment of the Requirement for S1 – Degree

By :

OKTA PERMATASARI
NPM. 1911040439

Study Program : English Education

FACULTY OF TARBIYAH AND TEACHER TRAINING
RADEN INTAN STATE ISLAMIC UNIVERSITY
LAMPUNG
2023 M/1445 H

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Supervisor	**: Satria Adi Pradana, M.Pd**
Co-Supervisor	**: Sugeng Riyadi, M.Pd**

FACULTY OF TARBIYAH AND TEACHER TRAINING
RADEN INTAN STATE ISLAMIC UNIVERSITY LAMPUNG
2023 M/1445 H

ABSTRACT

This study aimed to investigate violations of maxims on Jimmy Kimmel's talk show featuring guest star Barack Obama. The objectives were to identify the types of violations maxim and flouting maxim that occurred and analyze the reasons behind these violations. The research method employed was descriptive-qualitative, utilizing video analysis based on Grice's theory, as well as Ghofman's, Khosravizadeh's, and Sadehvandi's theories. The research subject in this study was Barack Obama.

The study findings revealed that Barack Obama engaged in eleven instances of maxim counterattacks. These counterattacks encompassed violations of the maxim of quantity, the maxim of relation, and breaches of the maxim of manner. Notably, there were no violations detected pertaining to the maxim of appearance within his discourse. Specifically, seven breaches were observed against the quantity maxim, three violations were identified concerning the relation maxim, and one instances were noted where the manner maxim was violated. Additionally, the writer identified six instances of intentional flouting by Obama. One instance involved flouting the maxim of quality, four instances involved flouting the maxim of relation, and one involved flouting the maxim of manner.

The research results further expounded on the diverse motivations underlying Barack Obama's flouting of the maxims. These motivations encompassed safeguarding answers, sidestepping discussions, and expressing emotions. Barack Obama employed ironic statements strategically to convey his sentiments, thereby challenging the adherence to quality in maxims. He adeptly diverted discussions to unrelated subjects as a tactical means to evade further discourse, thereby transgressing the relationship maxims. Furthermore, he leveraged the flouting of maxims to avert involvement in more profound conversations.

This research contributed to an enhanced comprehension of how the flouting of maxims manifested in communication. Such

insights served to guide effective and principle-based communication practices. Through a deeper grasp of the diverse violation types and their rationales, individuals were able to refine their communication skills them across a spectrum of contexts in daily life and professional domains. The outcomes of this study were anticipated to serve as a valuable reference for the development of superior and more efficacious communication strategies in interactions.

Keywords: *Grice's Cooperation Principle, Talkshow, Violation of Maxims*

DECLARATION

The student"s identify, the undersigned below:

Name   : Okta Permatasari
NPM   : 1911040439
Thesis Title   : Maxim Violation In The Talkshow Jimmy Kimmel
                 With The Guest-Star Barack Obama

Hereby, I state this thesis entitled "Maxim Violation In The Talkshow
Jimmy Kimmel With The Guest-Star Barack Obama" is completedly
my own work. I am quite well aware that from several sources I have
quoted statements and ideas and are fully recognized in the document.

Bandar Lampung,   August 2023
The Researcher,

OKTA PERMATASARI
NPM. 1911040439

iv

APPROVAL

Title	: **MAXIM VIOLATION IN THE TALKSHOW JIMMY KIMMEL WITH THE GUEST STAR BARACK OBAMA**

Student's Name : Okta Permatasari
Student's Number : 1911040439
Study Program : English Education
Faculty : Tarbiyah and Teacher Training Faculty

APPROVED

**Was tested and defended in the examination session
at Tarbiyah and Teacher Training Faculty, the State Islamic
University of Raden Intan Lampung**

Advisor

Satria Adi Pradana, M.Pd
NIP. 198602182015031005

Co-Advisor

Sugeng Riyadi, M.Pd
NIP.

**The Chairperson
of English Education Study Program**

M. Ridho Kholid, S.S., M.Pd
NIP. 198505122015031004

KEMENTRIAN AGAMA RI
UIN RADEN INTAN PROVINSI LAMPUNG
FAKULTAS TARBIYAH DAN KEGURUAN
Alamat : Jl. Endro Suratmin, Sukarame, Bandar Lampung. Telp (0721)703260

ADMISSION

The Following thesis entitled: **"MAXIM VIOLATION IN THE TALKSHOW JIMMY KIMMEL WITH THE GUEST STAR BARACK OBAMA"**, written by OKTA PERMATASARI, NPM: **1911040439**, Department: English Education, has been successfully defended as Thesis Defense of the Faculty Tarbiyah and Teacher Training, Raden Intan State Islamic University, Lampung. The thesis defense was held on : Thursday, November 2nd, 2023.

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2th Co-Examiner	Sugeng Riyadi, M.Pd	(...............)

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Tarbiyah and Teacher Training Faculty

Prof. Dr. Hj. Nirva Diana, M.Pd
NIP. 196408281988032002

MOTTO

وَقُل لِّعِبَادِى يَقُولُوا۟ ٱلَّتِى هِىَ أَحْسَنُ ۚ إِنَّ ٱلشَّيْطَـٰنَ يَنزَغُ بَيْنَهُمْ ۚ إِنَّ ٱلشَّيْطَـٰنَ كَانَ لِلْإِنسَـٰنِ عَدُوًّا مُّبِينًا ﴿٥٣﴾

"Tell My servants to speak that which is kindlier. Verily, Satan sows discord among them. Surely, Satan is an open enemy to mankind."

(QS. Al-Isra [17]: 53) [1]

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[1] Nidda Amirotul and Mardjoko Idris, "Dieksis Persona Dalam Al- Qur ' an Surat Al- Isra '," *Jurnal Kewarganegaraan* 6, no. 2 (2022): 4789–4900, http://journal.upy.ac.id/index.php/pkn/article/view/4023.

DEDICATION

Praise and gratitude are extended to Allah the Almighty for His bountiful blessings upon me. With profound appreciation and heartfelt affection, this research dedicates this thesis to those who hold a special place in my heart, offering their care and love. The dedication of this thesis is extended to:

1. Allah SWT, whose unwavering love and protection have accompanied me at every turn of life's journey.
2. My cherished parents, Mr. Herman Apendi and Ms. Roslaini, whose constant love and prayers have been a guiding light in my life. Your unending motivation and support have been invaluable. May Allah shower you with eternal happiness and robust health.
3. My beloved brothers, Fikri Yudhistira and Willy Apriansyah, your unwavering love, care, and encouragement have provided an endless source of strength. Your steadfast support during the journey of completing this thesis has brought me immense joy, happiness, and determination.
4. My esteemed alma mater and the dedicated lecturers of Raden Intan State Islamic University Lampung, I am deeply grateful for your role in nurturing my growth and contributing significantly to my personal development.

This dedication serves as a heartfelt token of my gratitude and admiration for each of you who have played a pivotal role in my journey.

CURRICULUM VITAE

Okta Permatasari was born on May 8, 2000 in Rasuan, East Oku. She is the eldest child of Mr. Herman Appendi and Ms. Roslaini. Okta has two brothers, namely Fikri Yudhistira and Willy Apriansyah. Her educational journey began at SDN 02 Simpang Sender in 2006, where she successfully completed her studies in 2012. Then she continued to SMPN 1 BPR Ranau Tengah for junior high school education, which she completed in 2015. Her education continued to high school at SMA Srijaya Negara Palembang, where she graduated in 2018. In 2019, she started her academic journey at UIN Raden Intan Lampung.

Okta attended Raden Intan State Islamic University Lampung, she took her Bachelor's degree majoring in Tarbiyah, Faculty of Teacher Training, in the English Education Study Program through UMPTKIN. In 2022, she actively participated in the Community Service Program (KKN) in Pardasuka Pujodadi Village, Pringsewu Regency. Subsequently, she started Field Practice at SMAN 15 Bandar Lampung to further enhance her experience and practical skills.

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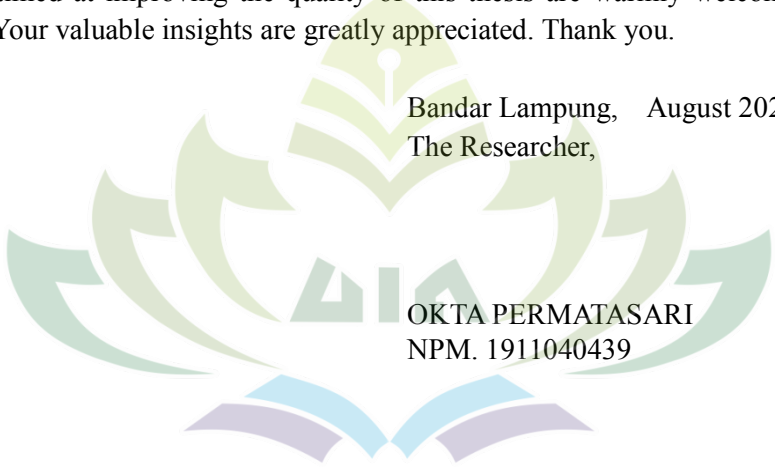8. All of the people who contributed to give support and prayers in the completion of this thesis that cannot be mentioned one by one.
9. Last but not least, I would like to express my gratitude to myself. I extend my appreciation for believing in my abilities, for dedicating myself to this challenging endeavor, for persevering tirelessly, and for demonstrating unwavering determination. I also commend myself for maintaining a giving spirit, consistently striving to contribute more than I receive, and for embracing authenticity in every moment.

Finally, it's important to acknowledge that perfection is elusive, and this thesis is no exception. Constructive comments and criticisms aimed at improving the quality of this thesis are warmly welcomed. Your valuable insights are greatly appreciated. Thank you.

Bandar Lampung,   August 2023
The Researcher,

OKTA PERMATASARI
NPM. 1911040439

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CHAPTER I

INTRODUCTION

A. Title Confirmation

The title of this thesis proposal is *"Maxim Violation In The Talkshow Jimmy Kimmel With The Guest-Star Barack Obama"*. To avoid confusion in understanding the writing of this thesis, it is necessary to clarify the terminology related to the title of the proposal first to gain an understanding of some of the terms contained in the title, in the following definitions.

Maxims are linguistic rules in linguistic interaction rules governing his actions, language use and interpretation of the interlocutor's actions and words. The maxims that is being investigates in this study are related to the maxims of the principle of cooperation Grice proposed four maxims or principles of cooperation that discourse participants should adhere to in an attempt to speed up the management of the communication process, specifically, the principles of maximum amount, degree of accuracy, pertinence, and approach.[1] According to Grice, language exchange is a typical partnership and a conmon goal or collection of objectives, or possibly a commonly agreed upon path, is recognized to some extent by each participant. Grice offers an overarching general principle that participants should follow. The wording of the principle reads as follows: "Learn your conversation as needed, at the stage in which it is taking place, and accept the purpose and direction of the conversational exchange in which you are participating."[2]

According to Grice, maxim violation occurs when a speaker intentionally fails to implement something in the maxims in his

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[1] H. Paul Grice, "Logic and Conversation. Syntax and Semantics, 3: Speech Acts, Eds Cole P, Morgan JL," *New York: Academic Press* 3 (1975): 41–58, http://www.sfu.ca/~jeffpell/Cogs300/GriceLogicConvers75.pdf.

[2] Ibid, p.45

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conversation, leading to misunderstanding on the part of the participants or the achievement of goals other target.[3] In a communication context, a detection speaker will strike the ground when he understands that his audience is unaware of the actual truth and is only acquainted with the superficial interpretation that the speaker has a tendency to engage in undesirable activities.[4] Christoffersen stated that one of the aims of a liar is to make people believe that Engaging in shopping is an instinctive method of ensuring survival and preventing exposure to unsuitable circumstances.[5] As a result, agents who violate this maxim make it impossible for the listener to comprehend the reality as they solely grasp the speaker's surface-level interpretation.

According to Lilie, Talk shows represent a greatly polarizing category, a potent media occurrence, and a source of political and ethical debates in the realm of entertainment.[6] Monson said, "talk show" melds together a pair of distinct elements. First, there's the often contradictory rhetorical pattern that is usually associated with interpersonal conversations. This pattern has its roots in the polite oral tradition that existed before the modern era. Second, there's the element of mass media spectacle that emerged in modern times. As a result, everyday language, as defined by Leech, has evolved. It has been influenced and shaped in various ways in the practice of conversational speech, through the "conversational" process in public discourse, as proposed by Fairclough. In this context, everyday language becomes a kind of mixture of elements from personal conversations and the world of

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[3] Parvaneh Khosravizadeh and Nikan Sadehvandi, "Some Instances of Violation and Flouting of the Maxim of Quantity by the Main Characters (Barry & Tim) in Dinner for Schmucks," *2011 International Conference on Lnaguage Literature and Linguistics* 26 (2011): 122–27.

[4] Jenney Thomas, "Book Reviews" 28 (1997): 253–61.

[5] Anneke H. Tupan and Helen Natalia, "The Multiple Violations of Conversational Maxims in Lying Done By the Characters in Some Episodes of Desperate Housewives," *K@Ta* 10, no. 1 (2008): 63–78, https://doi.org/10.9744/kata.10.1.63-78.

[6] C. Ilie, "Talk Shows," *Encyclopedia of Language & Linguistics*, no. December (2006): 489–94, https://doi.org/10.1016/B0-08-044854-2/00357-6.

mass media entertainment.[7]

Maxim flouting is intentionally breaking the maxims in order to convey hidden meanings and lead the listener to find out the implied meaning from the maxim flouting. This form of non-observance of maxims is explained further in the next review. Maxim flouting is one of the non-observed Cooperative Principle type. In deliberately breaking the maxims to express hidden meanings, it is not following the maxims of the Cooperative Theory. Grice stated that the types of maxim flouting are divided into four types; they are quantity maxim flouting, quality maxim flouting, relevance maxim flouting, and manner maxim flouting.[8]

B. Background of the Problem

Individuals are inherently social creatures, therefore, They necessitate engagement with fellow individuals. During the act of conveying messages, humans rely on language because true communication is nearly impossible without it. This is in line with Kenjono's statement in Chaer, which asserts that "Language is an arbitrary system of sound symbols employed by members of social groups to collaborate, communicate, and establish their identities".[9] In conclusion, it can be deduced that language serves as a fundamental human tool for communication and expressing intentions in daily interactions within society, particularly in everyday conversations. Conversations predominantly rely on spoken language as opposed to written language.

In society, when aiming to establish a successful conversation, It's crucial for the connection between the person speaking and the person listening is cooperatively developed. As Grice emphasizes, one should contribute to the conversation as necessary,

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[7] Ibid,.

[8] Ellen Adventina Sihotang, "An Analysis of Flouting Maxim in Jimmy Kimmel'S Live Talk Show: Pragmatics Approach Thesis," 2020.

[9] Sarifuddin Sarifuddin, Maknun Tadjuddin, and Ery Iswary, "A Hate and Provocative Speech Act in Social Media: A Forensic Linguistics Study," *ELS Journal on Interdisciplinary Studies in Humanities* 4, no. 3 (2021): 363–68, https://doi.org/10.34050/elsjish.v4i3.18196.

conforming to the agreed-upon objectives or trajectory of the ongoing conversation they are engaged in.[10] The contribution that speakers and listeners have to make here is that they can cooperate as needed when they speak. Cooperation in having good conversations between speakers and listeners is known as the Cooperation Principle.[11] This rule must be adhered for the dialogue between individuals to flow seamlessly. It outlines how people engage and interact with each other during their conversations.

Grice defined the cooperative principle as speaking in a way that matches the intention or orientation of the ongoing discourse. In other words, we should communicate in a manner that supports or aligns with what is being discussed in the conversation to ensure it flows smoothly.[12]

In pragmatic studies, both listeners and speakers who engage in interaction collaborate to accomplish their communication objectives[13] However, there are often violations in communication. From a linguistic perspective, the breaches that occur in conversations are an essential part of pragmatic studies, especially violations of cooperative maxims. Grice argues that a successful conversation can occur when a speaker correctly applies cooperative maxims. These principles consist of four categories within conversational guidelines: the quantity maxim, the quality maxim, the relevance maxim, and the manner maxim. These four principles form the underlying basis for a smooth-flowing conversation. When a speaker inadvertently breaks these cooperative maxims, it can be seen as a violation in the

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[10] Esterani Zebua Akademi Komunitas Negeri, Dwi Rukmini, and Mursid Saleh, "The Violation and Flouting of Cooperative Principles in the Ellen Degeneres Talk Show," *Language Circle: Journal of Language and Literature* 12, no. 1 (2017): 103–13, http://journal.unnes.ac.id.

[11] Yule, George. *Pragmatics*. Oxford university press, 1996.p. 36

[12] Grice, "Logic and Conversation. Syntax and Semantics, 3: Speech Acts, Eds Cole P, Morgan JL."p. 173

[13] Nadar, "Pragmatik & Penelitian Pragmatik," *Book* 53, no. 9 (2009): 1689–99.

conversation.[14]

Transgressions of cooperative principles happen in numerous scenarios, such as in TV/radio programs, movies, talk shows, and others. One such situation One common scenario where violations of maxims can happen is when someone is asked for information. These violations occur when the provided information is unrelated, unclear, or overly detailed, deviating from the cooperative maxims of relevance, clarity, and appropriate quantity.

The speaker chosen by the writer was Barack Obama, known as the former President of America. His public speeches have gained significant attention on social media platforms. The writer's objective is to investigate whether the conversations he engages in violate the maxims of communication.

This study utilizes talk shows as a primary source to identify potential violations of maxims. Talk shows serve as a platform for public criticism, discussions, and direct interactions among speakers, broadcasters, and listeners. These shows attract listeners due to their ability to provide a direct exposure to the speaker's views, explanations, and responses to audience inquiries.[15] A talk show collects information from guests, often encompassing a wide range of topics within a single episode. A talk show is a type of television or radio show where an individual or a collective participates in discussions on various topics, which are typically introduced by the show's host. In many instances, the hosts of these programs become well-known and gain fame through their shows. The American television landscape features numerous captivating talk shows, with "Kimmel Live!" being one of the most popular ones.

This research specifically focuses on "Kimmel Live!" due to its unique characteristics, including the host, Jimmy Kimmel, who poses weighty questions in a light and humorous manner,

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[14] Key Maxim, Violation Maxim, and Talk Show, "VIOALTION OF MAXIM IN AMERICAN TV SHOW : JIMMY KIMMEL LIVE ! Clementino Kolin Abstrak," 1975, 1–12.

[15] Howard, Gough. 1999. Program Radio. IABD, Jakarta.

effectively engaging the audience. The show provides insights into the daily lives of Hollywood stars, athletes, and public figures, conveyed directly by the individuals themselves. Given its informative nature and alignment with Grice's cooperative maxims, the research concludes that "Kimmel Live!" offers a presentation that sheds light regarding the appearance of Grice's maxims in the context of meaningful yet enjoyable conversations between the host and guests.

The selection of investigating the violation of maxims is motivated by several reasons. Firstly, the writer identified instances where the communication between speakers and their partners does not align with the cooperative principle. This includes instances of excessive responses, statements contrary to factual information, unrelated discussions, and ambiguous expressions. Secondly, by studying such violations, one can understand effective and principled communication, especially when these maxims are intentionally violated to convey politeness. Thirdly, this research aims to uncover the motivations behind the speakers' violations of maxims and their intentions for flouting these principles, focusing on the inner workings of the Jimmy Kimmel Talkshow.

The analysis of the violations of maxims within the Jimmy Kimmel Talkshow underscores the importance of regulated, communicative, effective, and efficient communication. This is achieved through adherence to the four cooperative maxims suggested by Grice, the quantity maxim, the quality maxim, the relevance maxim (pertinence), and the manner maxim (execution).

C. Focus and Sub-Focus of the Problem

1. Rasearch Focus

    The research focuses on analyzing instances of maxim violations in the Jimmy Kimmel talk show featuring Barack Obama as the guest

2. Sub-Focus of the Problem

    a. Identifying the type's of maxim violations and flouting maxim that occur in the talk show Kimmel With The Guest-Star Obama.

    b. Exploring the reasons behind why speakers violate the maxims during the Kimmel Talkshow With The Guest-Star Obama.

The research narrows down its scope to a specific area within the field of pragmatics. This choice is based on Grice's theory that human conversations primarily revolve around pragmatics, which encompasses four subfields: quality, quantity, relevance, and manner. The analysis will be conducted on a particular video from Kimmel's talk show titled "President Obama is Scared of Shasa and Roasts Donald Trump."

D. Formulation of the Rasearch

The research peroblem is formulated:

1. What type's of maxim violations and flouting maxim are observed in the "Kimmel Talkshow With The Guest-Star Obama"?

2. What are the reasons behind the speaker's violations of the maxims during the "Kimmel Talkshow With The Guest-Star Obama"?

E. Objective of the Research

Objective's of the research:

1. To identify the specific maxims and flouting that are violated in episodes of Kimmel Live! Shows.

2. To understand the motivations and reason's the speakers violations of the maxim's in Kimmel Live! Shows.

F. Significance of the Research

The writter anticipates that the results of this research can serve several purposes:

1. Theoretical Contributions

The research aims to contribute to the advancement of language theory, particularly in the context of Gricean maxims. It seeks to expand the practical analysis within the field of linguistics, which focuses on the application of language in society.

2. Practically

a. For the Lecturers

Pragmatic or semantic lecturers can utilize the findings of this research as a valuable resource for improving pragmatic or semantic competence among students so as not to violate maxims in the concept of maxim violations in communication.

b. For the Readers

This research can serve as a reference for readers interested in conducting their own studies on maxim violation. It is expected to pique the reader's interest in pragmatic studies and provide insights into the subject matter.

c. For Other Researchers

The anticipated outcomes of the research are likely to be a valuable resource for fellow researchers exploring the same topic of maxim violation. It can serve as a foundation for future studies, encouraging researchers to employ various research methods to further investigate this aspect of communication.

G. Relevant Research

There are several studies wich will be used in strengthen this study :

The initial study, carried out by Bina Wanti from Raden Intan State Islamic University Lampung, delves into "Maxim Violation in the EFL Classroom." The main objective of this study is to recognize the categories of breaches in maxims occurring within the context of videos from the YouTube channel of SMAN 2 Blitar. Additionally, the study aims to understand the reasons behind these violations. In essence, the researcher seeks to achieve the following objectives: To identify instances where violations of Grice's maxims occur in the videos and to examine the underlying reasons and motivations for the speaker's violations of these maxims. Furthermore, The study integrates Christofferson's categorization, as referenced in Tupan and Natalia, to offer understanding into the reasoning and purpose behind the primary character's breaches of maxims. This study contributes to our understanding of pragmatic principles and how they manifest in the specific context of the EFL classroom, shedding light on both the types of violations and the motivations behind them.

The second study, conducted by Aulia Dewi Puspitawati from Sunan Ampel State Islamic University Surabaya, is titled "Violation of Maxims in 'Knives Out'." This research primarily centers on the examination of maxim violations within the context of conversations that take place in the movie "Knives Out." Key aspects of this study include: The primary objective of this research is to identify instances where breaches of Grice's maxims occur in the conversations and engagements depicted in the film "Knives Out." In addition to identifying the maxim violations, the study also places a significant emphasis on analyzing the context in which these conversations occur. This contextual analysis provides a deeper understanding of why these violations might take place and their implications within the storyline. Unlike the first study that focused on YouTube videos in an EFL classroom setting, this study employs a movie, specifically "Knives Out," as

its primary data source.

The third research, carried out by Ahmad Ulliyadhi Satria Raharja, titled "Maxim of Cooperative Principle Violation by Dodit Mulyanto in Stand-up Comedy Indonesia Season 4," shares certain similarities and differences with the main research and the second study: Similarities, focus on Maxim Violations: Like the main research and the second study, the third study also centers around the violation of Grice's maxims in communication. Qualitative Methods: All three studies utilize qualitative research methods to analyze and understand the violations of maxims within their respective contexts. Focus on Character of Speech: While the main research and the second study examine various conversational contexts, the third study narrows its focus to one specific character of speech, Dodit Mulyanto, within the context of Stand-up Comedy Indonesia Season 4. This specialization allows for an in-depth analysis of how this comedian violates cooperative principles in the pursuit of humor. Context Containing Humor: Unlike the main research and the second study, which explore maxim violations in more general conversational or cinematic contexts, the third study's primary object of research is humor. It investigates how maxim violations contribute to the creation of humor within stand-up comedy.

The fourth research is "The Analysis of Floating Maxim in The Ellen Talkshow With The Guest-Start Taylor Swift" By Hasna Aziza from Raden Intan State Islamic University Lampung which focuses on flouting of maxims in conversations between Ellen and Taylor Swift. To find out whether there is a relevant question-answer section. This research focuses on talkshow about Taylor Swift's career.

Based on the previous studies above, there is a novelty in this research that distinguishes it from previous studies. From previous research it can be seen that this study aims to analyze conversational implicatures in a YouTube channel video at SMAN 2 Blitar with student object handle EFL Classroom, the writer will analyze talk shows in another countries with the object of the

president and his political problems. In the second previous study, it can be seen that this study aims to analyze violations of maxims and also the context of situations when the conversation occurs. It's on listening comprehension. This is different, because in this study the writer will analyze implicatures in general without specifying English skills such as speaking or even listening. In the third study, this study aims to analyze the role of conversational implicatures and presuppositions in the creation of humor. This research is focused on finding out maxim violation and how maxim violation can raise humor on Stand Up Comedy. This is different from this research, because in this study there will be no analysis of presuppositions. In the last previous research, this research focuses on flouting of maxims regarding the object of a famous singer and his career.

This research identifies the types of maxims that are violated in Jimmy Kimmel's YouTube Video Talkshow with Barack Obama and what reasons to the speaker violate the maxims, and in this research the writer also provides the flouting maxim carried out by Barack Obama on Jimmy Kimmel's talk show. That is, the writer aims to find out the violations of Grice's maxims and analyze the reasons underlying the flouting of the maxims. based on Goffman's theory, also Khosravizadeh and Sadehvandi's idea. Goffman says, that the speaker does not stand by Grice's maxims in order to save face. Based on Khosarvizadeh and Sadehvandi, in some cases the speakers violate Grice's maxims in order to cause misunderstandings on their participants or their hearer to achieve some other purposes, for example, to protect answer, please counterpart, avoid discussion, avoid the unpleasant condition, and express feelings.

Given the provided context, the author became intrigued by the prospect of scrutinizing **"Maxim Violation In The Talkshow Jimmy Kimmel With The Guest-Star Barack Obama"**

H. Research of Method

The research method employed a scientific approach that had specific purposes and applications for data acquisition. The scientific method was an empirical, rational, and systematic research endeavor aimed at obtaining valid data. Research methods were categorized based on their intended objectives and the degree of naturalness involved. In terms of objectives, research methods were categorized into basic research, development research (R&D), and applied research. Meanwhile, in terms of the level of precision, research methods were classified as experimental research, survey research, and naturalistic research. Experimental and survey methods were positioned under the umbrella of quantitative research, while the naturalistic method fell within the realm of qualitative research.[16]

The chosen research method played a pivotal role in determining the research's course. Each writer opted for a specific research method aligning with the data's intended purpose and utility. Given this explanation, the writer opted for qualitative research. The subsequent explanation delves into the constituent components of the research method to be employed:

1. Research Design

In this study, the writer utilized a qualitative descriptive approach, emphasizing data gathering guided by the cooperation principle. According to Jhonstone, descriptive qualitative research involves gaining a comprehensive understanding of specific experiences, whether they are individual or group-based.[17] As also noted by Creswell, qualitative research encompasses the analysis of words and expressions derived from various sources such as transcripts, videos, recordings, and more.[18] The primary objective of this

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[16] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, (Bandung: Alfabeta, 2020) p.7

[17] Johnstone, Barbara. *Discourse analysis*. John Wiley & Sons, 2017.p.25

[18] C. N. Creswell, J. W., & Poth, *Choosing Among Five Approaches Choosing Among Five Approaches*, 2007, https://www.researchgate.net/profile/Rulinawaty-Kasmad/publication/342229325_Second_Edition_QUALITATIVE_INQUIRY_RESE

research was to identify instances of maxim violations in Kimmel's talk show featuring Barack Obama, which is available on Kimmel Live's YouTube channel. The writer investigation aimed to categorize the categories of maxims and occurrences of maxim breaches that took place throughout the conversation between Obama and the show's host. To achieve this, video footage and transcriptions of their conversation were used as primary data sources.

2. Research Subject

In research, the term "research subjects" typically refers to individuals who provide feedback or information that assists the writer in collecting data. As Spradley suggested, research subjects act as valuable sources of information.[19] For this particular study, the writer selected an episode of Kimmel's Talkshow featuring Barack Obama as the subject of their investigation. The primary goal of this study was to identify instances of breaches of maxims and delve into the underlying causes for the disregard of maxims within the framework of Kimmel's talk show.

3. Instrument

The instrument serves as a device employed in research to gather data. According to Sugiyono, qualitative Study instruments or tools are the writer themselves.[20] Two research instruments were employed for this study. The primary instrument was the writer themself. The writer played a pivotal role in this research, serving as the driving force behind various activities such as data collection, analysis, and drawing conclusions. This active involvement positioned the writer as an integral research instrument. Additionally, the

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ARCH_DESIGN_Choosing_Among_Five_Approaches/links/5eec7025458515814a6a c263/Second-Edition-QUALITATIVE-INQUIRY-RESEARCH-DESIGN-Choosing-Among.

[19] Basrowi & Suwandi, *Memahami Penelitian Kualitatif*, (Jakarta: Rineka Cipta, 2008) p.188.

[20] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D,* (Bandung: Alfabeta, 2020) p.283

research was facilitated by tools including computers, gadgets, and note-taking materials. These tools were utilized to access the YouTube platform, view videos, and analyze data.

In qualitative research, data can take various forms encompassing visual aids such as graphs, pie charts, tables, and other graphical depictions. The data for this study was presented in tabular format, providing a structured display of the types, reasons, and the number of maxim violations observed by the writer.

4. Data Collecting Technique

The writer utilized YouTube as the primary source to collect data for this study, following a series of steps as outlined below:

- In the initial step, the writer accessed the online platform YouTube and downloaded every component of the video's containing interview's with Barack Obama on the TV talk show "The Talkshow Kimmel" onto a computer. The total duration of the video was 25.32 minutes. The source video is accessible through the provided link:

  https://www.youtube.com/watch?v=qUed6Ug4Cgo

- The second step involved multiple rounds of listening and viewing the video content to become thoroughly familiar with the conversation.

- Subsequently, the writer manually transcribed the spoken content from the video into written text. This process entailed carefully listening and watching the video and then transcribing the dialogue word by word.

- In the final step, the writer identified instances of maxim violations within the transcribed text by underlining specific words, phrases, or sentences that exemplified these violations.

This meticulous data collection and transcription process allowed the writer to thoroughly analyze the conversation and pinpoint instances where Grice's maxims were violated during the talk show featuring Barack Obama on "The Talkshow Kimmel."

5. Data Analysis

According to Milles and Huberman, Qualitative data analysis is performed in parallel with the researcher's data collection process.[21] They assert that within data analysis, there are three simultaneous streams of activities, namely:

a. Data Condensation

Data condensation pertains to the procedure of choosing, concentrating, streamlining, extracting, and/or altering the information originating from written field notes, transcripts, or documents. The author intends to identify words and classified data based on types of maxim violation contained in Kimmel's talkshow with Obama.

b. Data Display

In a broad sense, display refers to a structured, condensed compilation of data facilitating the derivation of conclusions and actions. Milles and Huberman also express their belief that effective qualitative analysis is a precursor to creating a meaningful display. This illustrated representation can take the form of matrices, graphs, charts, and networks. The arrangement of data for display is meticulously prepared, ensuring clarity and the ability to draw conclusions. In this study, the author will employ data display in the format of a table.

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[21] Anne Campbell, Olwen McNamara, and Peter Gilroy, "Qualitative Data Analysis," *Practitioner Research and Professional Development in Education*, 2011, 125–45, https://doi.org/10.4135/9780857024510.d49.

c. Drawing and Verifying Conclusions

As the analyst progresses, the conclusions are subjected to a secondary verification. This verification can involve a quick reference to the field notes or it might be a comprehensive process, involving reasoning and extensive comparison to replicate findings across various data. This entails subjecting the data to tests of plausibility, robustness, and confirmability through methods like validity testing. The author intends to present an explanation as a conclusion relating to types, dominant maxims and reasons for flouting maxims.

After gathering the data, the author then proceeded with multiple stages of data analysis, beginning with:

In this step, the writer assigned codes to each instance of maxim violation carried out by Barack Obama during the talk show. These coded violations were then classified and organized within a table, addressing the research question number 1.

This initial coding and organization of maxim violations serve as a foundational element in the data analysis process, facilitating the identification of patterns and observations pertaining to the categories of maxim breaches carried out by Barack Obama during the conversation.

Code:

M.Qi : Maxim of quality

M.Qn : Maxim of quantity

M.m   : Maxim of manner

M.r   : Maxim of relation

Table 1.1

Example Data Display Classified Type Of

Maxim Violation

No	Utterances	Time	Maxim Violation			
			M_Qi	M_Qn	M_m	M_r
1						
2						
3.						
4.						

Following the initial coding of maxim violations, the writer proceeded to classify the statements in accordance with the standards of violating maxims. This categorization probably encompassed placing each expression into distinct categories of maxim breaches, such as breaches of the quantity, quality, relevance, or manner maxims.

Subsequently, the writer categorized these utterances based on the reasons for maxim violation, drawing upon Erving Goffman's theory and the ideas of Khosravizadeh and Sadehvandi. These reasons could include motives such as protecting one's image, pleasing the conversation partner, avoiding certain topics, evading uncomfortable situations, or expressing emotions.

By systematically classifying the utterances in this manner, the writer aimed to answer research question number 2, which likely pertains to the reasons underlying maxim violations in the conversation between Barack Obama and the talk show host, as well as their implications. This process helps provide a comprehensive understanding of how and why maxim violations occurred during the talk show.

Table 1.2

Example Data Display Classified Criteria for

Violating Maxim

No.	Type of Violations	Explanation
1.	Violation of Quantity	
	a. Providing too much information	
	b. Providing too little information	
	c. Repeating specific words	
	d. Going off-topic	
2.	Violation of Quality	
	a. Providing false information	
	b. Using irony or sarcasm	
3.	Violation of Relation	
	a. Presenting unrelated information	
	b. Avoiding discussion of a certain topic	
	c. Concealing information	
4.	Violation of Manner	
	a. Using unclear language	
	b. Using informal or slang	
	c. Insufficient vocal volume	

Table 1.3

Example Data Display Categorized It Into

The Reasons For Maxim Violation

No.	Theory	Data	Minutes	Total
1.	Ghofman's theory			
	a. Protect reputation			
2.	Khosravizadeh and sadehvandi's idea			
	a. Safeguarding responses			
	b. Avoiding dialogues			
	c. Expressing emotions			

Subsequent to the categorization process, the third step was initiated. Here, the researcher provided explanatory paragraphs to ensure clarity in the description. Finally, following the comprehensive addressing of the research questions, the researcher drew conclusions grounded in the outcomes of the discourse.

6. Trustworthiness

Trustworthiness in research is a concept that primarily addresses the credibility and dependability of the research procedure and its outcomes. Validity, in particular, is a crucial consideration when developing and evaluating measurement instruments. It ensures that the instrument effectively measures what it is intended to measure, thus enhancing the accuracy of the gathered data.

In this research, the writer employed the technique of triangulation to enhance trustworthiness. Triangulation involves the use of multiple sources of data to corroborate findings, identify patterns, and achieve convergence,

ultimately leading to more accurate and reliable conclusions. It is a valuable approach for validating the suitability of instruments before they are applied in the research.

Data triangulation involves employing diverse data origins, which might pertain to distinct factors like time, location, and individuals, within a study. In this study, the author specifically employed individual triangulation as a data source to authenticate the instrument. This validation process involved seeking input from experts or knowledgeable individuals who could assess the data collected. The aim was to reduce potential bias and enhance the credibility of the research findings.

In summary, trustworthiness and validation are crucial aspects of research, and triangulation, particularly in the form of data triangulation involving expert input, was used in this study to ensure the reliability and the authenticity of the research tool and the gathered data throughout the analysis of maxim violations on Kimmel Live's YouTube channel..

I. Systematics of the Research

Systematics of the Research in this study are arranged in the following form:

The first part consists of cover and table of content.

1. Chapter 1   : Introduction

    This segment encompasses title confirmation, background of the problem, focus and sub-focus of the problem, formulation of the problem, objective of the research, significance of the research, relevant research, research methodology, and systematics of the research.

2. Chapter II   : Literature Review

    This segment encompasses theory about Language, Pragmatic, Cooperative Principle, Maxim Violation, Talkshow, and Criteria Violation of the Maxim.

3. Chapter III : Description of the Research Object

   This part includes an general description of the object and fact and data display.

4. Chapter IV   : Research Analysis

   This section contains Data Analysis and Finding Research.

5. Chapter V   : Conclusion and Recommendation

   This section contains Conclusion and Recommendation Research.

CHAPTER II

LITERATURE REVIEW

A. Language

Language assumes various forms in community life, encompassing both written and spoken expressions. It is an indispensable tool for human communication, serving multiple purposes such as socializing, expressing emotions, sharing knowledge, and conveying ideas. The Big Indonesian Dictionary defines language as a random arrangement of auditory symbols utilized by individuals within a community to cooperate, engage, and define their identities.

Armstrong contends that language, functioning as a set of "meaning-making resources," plays a pivotal role in daily communication. It empowers speakers to not only impart information but also sustain social relationships in a dynamic and interactive manner.[1] In other words, language can be defined as a mechanism linking one meaning to another. In essence, every form of language is connected to a particular meaning. In terms of substance, language holds a critical role in communication. Communication would be impossible without language. Through language, individuals can interpret novel information that may be unfamiliar to them or previously unheard of. Essentially, language constitutes a system that interconnects different layers of meaning, associating meaning with every form it takes. Content-wise, language holds a paramount position in communication, serving as an indispensable vehicle. People cannot effectively communicate without language, as it enables them to translate novel or unfamiliar information into comprehensible terms.

Based on the preceding elucidation, it can be inferred that

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[1] Elizabeth Armstrong and Alison Ferguson, "Language, Meaning, Context, and Functional Communication," *Aphasiology* 24, no. 4 (2010): 480–96, https://doi.org/10.1080/02687030902775157.

language is an innate and evolving aspect deeply intertwined with human beings and their cultural milieu. It is an integral facet of culture, employed for communication among societal members. Devoid of language, interpersonal communication would be severely restricted, yet through language, emotions can be expressed, information acquired, and connections fostered. In essence, language serves as the conduit through which diverse meanings are conveyed and understood in the process of communication.

B. Pragmatics

Pragmatics, an investigation into contextual significance, is elucidated in Yule's exposition. It represents an analytical exploration of language and its utilization, with a focus on meaning.[2] This branch of linguistics examines a speaker's utterances within conversational contexts, delving into both the speaker's intent and the interpretation formulated by the listener. In the realm of linguistics, semantics and pragmatics are two primary domains that explore the nuances of meaning in spoken and written language. Pragmatics emerges as a linguistic subdivision scrutinizing language as a communication tool deployed externally. Its classifications encompass: (1) the examination of speaker intentions, (2) the investigation of meanings within context, (3) delving into communication beyond the explicit content, and (4) scrutinizing expressions for their relational significance.[3]

C. Cooperative Principle

Within the realm of pragmatics, the primary objective of communication is viewed as the sharing of information. In general, in the communication process, speakers articulate what they say with the intention of conveying something to the other

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[2] Yule, George. *Pragmatics*. Oxford university press, 1996, p.3
[3] Ibid,.

party (listener), and hope that the other party understands what is expected. destination.

Grice's groundbreaking work on Cooperative Principles played a pivotal role in the establishment of "pragmatics" as a separate field within the realm of linguistics. What is particularly significant in Grice's work is his emphasis on the concept of rationality, which forms the core of his discussion on collaboration in communication. Yet, it's important to highlight that numerous linguists concentrate primarily on how the Cooperative Principle functions in language usage. This encompasses elements like breaches, violations, non-compliance, and deliberate deviation from the principle. Only a relatively limited group of linguists have incorporated the notion of rationality into their examinations of the Cooperative Principle.[4]

Grice himself viewed his maxims as exemplars of principles rather than strict rules. According to him, for communication to be ideal, cooperation is required from both the speaker and the listener. In this context, pragmatics broadens the idea of the cooperation principle introduced by Grice. Grice's proposition implies that all speakers, irrespective of their cultural origins, should adhere to the basic principles that form the basis of successful dialogue. This perspective has significantly shaped the field of pragmatics and how language is studied in the context of communication.[5] Therefore, speakers always try to make their statements contextual, clear, easy to understand, concise and direct so that communication goes well, the intention or orientation of the received conversation.

Grice proposed a principle called the "cooperative principle". Grice says that you need to contribute through the perceived purpose or direction of your conversational exchange, at the stage it occurs: the speaker's purpose and the significance of each

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[4] Atefeh Hadi, "A Critical Appraisal of Grice's Cooperative Principle," *Open Journal of Modern Linguistics* 03, no. 01 (2013): 69–72, https://doi.org/10.4236/ojml.2013.31008.

[5] Peccei, Jean Stilwell Peccei, "Pragmatics", (London and New York: Routledge, 1999), p. 27

statement. Dialogue permits participants to successfully communicate fluently. A maxim in line is a requirement for participants to follow the same maxim as Grice's maxim. In "Grice in Logic and Conversation," Grice also delves into the concept of cooperation, which revolves around the Four Principles: Quantity, Quality, Relevance, and Manner.[6] The speaker imparts an appropriate amount of information, avoiding excess, to adhere to the Quantity maxim. They strive to be sincere and truthful, conveying accurate information or facts to fulfill the Quality maxim. The language used is contextually relevant to meet the Relevance maxim. The speaker endeavors to express meaning clearly and concisely, steering clear of ambiguity, in line with the Manner maxim. The Cooperative Principle is based on the premise that individuals using language tacitly consent to collaborate by contributing to the conversation as necessitated by its ongoing phase or trajectory. The comprehensive explanations of these four fundamental principles are outlined as follows:

1) Maxim of Quantity

An input in a dialogue ought to contain the requisite level of information for the conversation to advance. It must strike a balance between brevity and excessive detail. "Make your contribution as informative as required" and "Do not make your contribution more informative than required"[7]

Example :

A: What's the route to the library?

B: Proceed in a straight line until you arrive at the intersection, then make a right turn.

In this conversation discuss according to the maxim of quantity, because it contains enough

information for them to understand how to get to the library,

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[6] Grice, "Logic and Conversation. Syntax and Semantics, 3: Speech Acts, Eds Cole P, Morgan JL." p. 45

[7] Ibid., p.45

but no more than that.

2) Maxim of Quality

Speakers should adhere to honesty. They must refrain from expressing what they believe to be untrue or making assertions lacking supporting evidence. "Do not say what you believe to be false." And "Do not say that for which you lack adequate evidence."[8]

Example :

A: Are you aware of how Katie's exams went?

B: Certainly. She performed excellently and earned an A!

In this situation, speaker B could have concluded their response after 'yes, I do.' Nevertheless, they decided to provide all the information they possessed to avoid violating the Maxim of Quality.

3) Maxim of Relations

Grice's third principle is the relevance maxim. Within this aspect, Grice includes a single sub-principle, labeled as "relevant".[9] Within conversations, contributors should ensure their inputs are closely tied to the objective of the interaction. In other words, participants should contribute information that directly pertains to the subject matter.

For instance:

A: Do you believe Leo is seeing someone new?

B: Well, he frequently visits Brighton on weekends.

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[8] Grice, "Logic and Conversation. Syntax and Semantics, 3: Speech Acts, Eds Cole P, Morgan JL." p. 46

[9] Ibid,. 46

By adhering to the Relevance Maxim, we can deduce that there's a connection between Leo potentially dating someone and his visits to Brighton. Speaker B isn't sharing information about Leo's trips to Brighton arbitrarily; there's an implied correlation.

4) Maxim of Manner

Speakers should be clear and direct in their contributions. They should steer clear of vague expression and ambiguity. Additionally, they should be concise and organized in their communication.[10]

A : Please buy Roy 2 sweet martabaks with peanut and chocolate flavor for Mr. Untung.

B : Okay

This dialogue adheres to the manner maxim, as the words used are explicit and devoid of ambiguity.

D. Maxim Violation

Thomas suggests that a violation of a proverb occurs when a speaker intentionally disregards conversational maxims, thereby intentionally generating misleading implicatures in the conversation.[11]

According to Grice, flouting of maxims occurs when individuals intentionally deviate from these maxims in conversation. Typically, people employ implicatures in their conversational language to mislead their listeners, leading to potential misunderstandings between the speaker and the listener.

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[10] Grice, "Logic and Conversation. Syntax and Semantics, 3: Speech Acts, Eds Cole P, Morgan JL." p.47

[11] Hameed Yahya A. Al-Zubeiry, "Violation of Grice's Maxims and Humorous Implicatures in the Arabic Comedy Madraset Al-Mushaghbeen," *Journal of Language and Linguistic Studies* 16, no. 2 (2020): 1043–57, https://doi.org/10.17263/JLLS.759363.

When maxims are violated, listeners may receive incorrect information, indicating that the speaker failed to effectively convey their intended message. Grice posits that speakers have the capacity to deceive listeners, but there is a distinction between mockery and violation.[12] Violation of maxims implies that listeners can still comprehend the message conveyed by the speaker, whereas a violation of maxims results in listeners receiving inaccurate information from the speaker.

A speaker is deemed to breach conversational maxims when they recognize that the listener won't grasp the actual truth and will solely extract the surface meaning conveyed by the spoken words. Essentially, the speaker knowingly misleads and dupes the listener. This situation gives rise to conversational implicature, where the speaker imparts a specific implication to their speech that carries implications beyond the literal interpretation of the words spoken.

a. Violation of Maxim Quantity

A breach of the quantity maxim takes place when the speaker offers inadequate information to the listener. This is typically done by speakers with the intention of causing confusion or misunderstandings for the listeners. Grice delineates various standards for the transgression of the quantity maxim, which include the speaker being uninformative, the speaker redundantly repeating certain words, speaking excessively, and not getting to the main point of the conversation.[13]

Any discussion involving myths, fairy tales, and analogous accounts might be perceived as breaching the quality maxim provided that it cannot be substantiated with evidence. In simpler terms, if a statement is not grounded in factual events or reality, it can be regarded as a breach of the maxim of quality.Example :

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[12] Grice, "Logic and Conversation. Syntax and Semantics, 3: Speech Acts, Eds Cole P, Morgan JL."

[13] Grice. p. 45

A : "What are you doing now?"

B : "I'm eating."

A : "Are you hungry?"

B : "No, I don't."[14]

The given instance exemplifies the function of the quality maxim. In the initial exchange, A asks B about their activity, and B truthfully responds according to the real circumstances, which aligns with the principle of cooperation. However, in the subsequent exchange when A asks, "Are you hungry?" B responds with a belief that is incorrect; he is not actually hungry, but he answers as if he is because he wants to eat. In this case, B also breaches the quality maxim. Both the communicator and the recipient could be considered as disregarding the quality maxim if they are not honest in their communication.

Another example is what the writer got in a conversation between Barack Obama and Jimmy Kimmel on his YouTube channel.

Example :

Kimmel : Michelle mentioned to me that you have concerns about Sasha, is that accurate?

Obama : Absolutely, and the reason is that Sasha resembles Michelle quite a bit, and I'm worried that Michelle and Sasha share the same appearance and attitude. Malia, on the other hand, is more similar to me in terms of temperament. So, we often joke about ourselves as the "long faces" because her face is more like mine, while Michelle and Sasha have rounder faces, and those with round faces are a more assertive group. We humorously refer to ourselves as the "vegetarians" or

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[14] Sri Septela Rahmi, Refnaldi Refnaldi, and Delvi Wahyuni, "The Violation of Conversational Maxims Found in Political Conversation At Rosi Talkshow," *E-Journal English Language and Literature* 7, no. 1 (2018), http://ejournal.unp.ac.id/index.php/ell/article/view/9910/7380.

the gatherers, whereas they are the "hunters." We try to maintain harmony with them.

In this conversation, we can observe a violation of the quantity maxim, as Obama responds with an excess of information. According to the criterion, The principle of quantity suggests refraining from offering an excess of information beyond what is essential for the ongoing conversation. In this instance, Obama's response contained more information than was required, hence leading to a breach of the quantity maxim.

b. Violation of Maxim Quality

Unlike the breach of the quantity maxim, which involves presenting inadequate details, violating the quality maxim involves furnishing inaccurate information. Violating the quality maxim involves the speaker either withholding or providing false information to the listener, distorting the facts, or making sarcastic or ironic statements.

Example :

In a scenario, a wife purchases a new dress priced at 50 pounds. When her husband inquires about the dress's cost, she provides incorrect information. She fabricates the price to avoid her husband becoming upset about the expensive dress due to his modest income from work.

Husband : *"Sweetheart, what was the price of that new dress?"*

Wife : *(spots the tag - 50 pounds, but replies...) "Thirty five pounds"*[15]

This happens when the speaker offers a response that doesn't align with the ongoing conversation. B is aware that

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[15] Cutting, Joan. *Pragmatics and discourse: A resource book for students*. Routledge, 2005. P.40

the new dress costs £50, but intentionally misleads A by stating £35. As a result, B breaches the quality maxim by providing inaccurate information to A.

c. Violation of Maxim Relations

The Principle of Relation concerns the significance of the information being communicated. The information a participant contributes must be closely connected to the intended goal of the conversation. Breaching the relevance maxim takes place when participants offer responses that are unrelated to the topic at hand. It can also involve participants abruptly changing the subject or withholding pertinent information.

Example :

A: How much does the new dress cost, dear?

B: You know what, let's plan to go out tonight. So, where would you like to go?[16]

In the given interaction, A inquires from B about the cost of a new dress. In response, B raises the question of where to spend the evening. B's dialogue is unrelated to the subject A introduced. B shifts the focus by proposing going out that night. Consequently, B breaches the maxim of relevance as they attempt to alter the direction of the conversation.

d. Violation of Maxim Manner

Another example of violating the principle involves disregarding the manner maxim. The manner maxim concerns how speakers transmit information. When communicating, speakers should present information in a clear and straightforward manner. Nevertheless, when speakers infringe upon the manner maxim in their statements,

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[16] Ibid

it signifies that they are presenting expressions that are open to multiple interpretations and unclear information to the listeners.[17] This type of violation can lead to the speaker delivering an exaggerated or convoluted response. In other words, the speaker offers information that the listener cannot easily comprehend.

Example :

A: What's the cost of the new dress, dear?

B: A fraction of my earnings, although it likely constitutes a substantial portion of the income for the lady who sold it to me.[18]

In the conversation provided, question B pertains to the cost of a new dress, but answer B is unrelated to question A. Answer B instead discusses salary negotiations between her and the dress seller. This indicates that B has violated the maxim of manner because her response does not align with the question A had posed.

Another example is what the writer got in a conversation between Barack Obama and Jimmy Kimmel on his YouTube channel.

Example :

Obama : You know, I felt a great sense of pride about that. I delved into the intricacies of all the challenges and obstacles. It's possibly the sole legislative measure where I truly elaborated on the entire legislative procedure, which is often likened to sausage making in Washington. You're correct; it shouldn't be so challenging.

Kimmel : Absolutely, because when you manufacture sausage, it's universally understood that people desire to consume the sausage. However, there are those who

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[17] O'Grady, WD, Dobrovolsky, M., & Katamba, F. Contemporary Linguistics: An Introduction (5th ed.). (Boston: Bedford, St. Martin's, 2005), p. 233

[18] Cutting, Joan. *Pragmatics and discourse: A resource book for students*. Routledge, 2005.

protest, saying, "No, no, no sausage for these individuals." And you're advocating for the sausage, given that people desire it. Nevertheless, many times we end up without any sausage at all.

In this dialogue, the manner maxim is breached since it introduces ambiguity. From the dialogue, it is clear that when the speaker's response is ambiguous, it can render the conversation less efficient due to potential misunderstandings in the communication process.

E. Talkshow

A talk show is an engaging television or radio program offered by a broadcasting station that delves into contemporary societal matters. In this setting, it offers a comprehensive conversation, occasionally accompanied by debates, featuring one or more individuals. A talk show can be described as the art of presenting a substantive subject for discussion. Typically, a talk show provides a platform where a host facilitates a relaxed yet earnest exchange of ideas among a person or group, covering a range of topics.[19]

A talk show can be understood as an entertaining form of discussion, conversation, sharing, and more, presented in the format of a show. It earns its name, the "Talk Show," because it typically includes a segment where questions are posed and answered by the participants. In this context, Edgerly, Gotlieb, & Vraga argue that talk shows are primarily designed to explore current issues from the viewpoints of various individuals who are relevant to the topic at hand.[20] Talk show programs serve as a platform for the public to share diverse information, ideas, critiques, and personal experiences related to various phenomena, including facts and opinions. To maintain order within a talk

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[19] Amelia Lucia. Oprah Winrey And The Secret To Conquering Stage SuccessTalkShow. 2006

[20] Stephanie Edgerly, Melissa R. Gotlieb, and Emily K. Vraga, "'That Show Really Spoke to Me!': The Effects of Compatible Psychological Needs and Talk Show Host Style on Audience Activity," *International Journal of Communication* 10 (2016): 1950–70.

show, a moderator plays a crucial role in guiding the conversation and ensuring each participant has an opportunity to express their views. This allows the audience to engage with different perspectives presented by various speakers. As a result, talk shows foster interactive discussions, often addressing controversial issues or personal reflections.

Haqqu, Hastjarjo, & Slamet categorize talk shows into two main types based on their purposes: serious discussions and entertainment. Serious discussions focus on significant topics that require careful consideration, critique, and resolution, such as government regulations, environmental crises like forest fires, or presidential elections. In these cases, stakeholders may reconsider their decisions after thoroughly hearing the insights of the speakers. On the other hand, entertainment-focused talk shows delve into lighter subjects, including personal experiences, humor, and gossip. Compared to serious talk shows, entertainment-oriented ones aim to provide a more enjoyable and entertaining experience for the audience.[21] In conclusion, both serious discussions and entertainment are useful for getting information from sources on certain topics of conversation.

F. Flouting the Maxim in a Talkshow

The cooperative principle includes four conversational maxims, as suggested by Grice. The first maxim is the maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. A cooperative speaker may deliberately violate maxims, as long as he or the context provides sufficient indicators for the listener to pay attention. This is called flouting maxims and is used to convey information indirectly. Flouting of maxims occurs when one of the maxims is violated by an utterance, but we still assume that the person cooperates with us in communicating.[22]

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[21] Rizca Haqqu, Sri Hastjarjo, and Yulius Slamet, "Teenagers' Entertainment Satisfaction in Watching Talk Show Program through Youtube," *Jurnal The Messenger* 11, no. 1 (2019): 38, https://doi.org/10.26623/themessenger.v11i1.969.

[22] Yanthi Monica Saragi, "Flouting Maxims in Conversational Implicature in

Flouting maxim is important to add insight for people who have not known yet that they often flouted this maxim. This research is also to make them aware that sometimes in conversation need rules that will impress the listener with our answers.

Significantly, the research analyzed the types of flouting maxim is discussed in detail. Grice stated that flouting maxim of quantity means not saying enough, say too much. The flouting maxim of quality means do not say the truth and it is not true information. The flouting maxim of relation means people do not say the relevance answer based on what is needed. And the last is the flouting maxim of manner means people do not give the brief, clear, and ambiguous.[23]

G. Criteria Violation of Maxim

Table 2.1

Criteria Violation of Maxim

No.	Violation of Maxim	Criteria
1.	Quantity	• The speaker digresses from the main subject. • The speaker offers insufficient details. • The speaker communicates succinctly. • The speaker elaborates excessively. • The speaker reiterates specific words.
2.	Quality	• The speaker utters falsehoods. • The speaker employs irony or

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The Ellen Degeneres Talk Show," *Language Horizon* 4, no. 1 (2016): 100–105.
  [23] Sihotang, "An Analysis of Flouting Maxim in Jimmy Kimmel'S Live Talk Show: Pragmatics Approach Thesis."

		delivers sarcastic comments.
		• The speaker refutes something.
		• The speaker manipulates information.
3.	Relations	• The dialogue doesn't align with the subject.
		• The speaker abruptly shifts the subject.
		• The speaker evades addressing a certain matter.
		• The speaker hides details or evades the topic.
		• The speaker distorts the relationship between cause and effect.
4.	Manner	• The speaker employs vague expression.
		• The speaker overstates.
		• The speaker utilizes colloquialisms in the presence of those unfamiliar with them.
		• The speaker's voice lacks sufficient volume.

Sources: adapted from Cole P, Morgan JL.[24]

In this situation, a breach takes place when a speaker intentionally does not adhere to specific conversational maxims for various reasons. Grice observed that violations of his maxims often happened when speakers purposefully chose not to apply these maxims in their conversations.

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[24] H. Paul Grice, "Logic and Conversation. Syntax and Semantics, 3: Speech Acts, Eds Cole P, Morgan JL," *New York: Academic Press* 3 (1975): 41–58, http://www.sfu.ca/~jeffpell/Cogs300/GriceLogicConvers75.pdf. p. 45

Grice emphasizes that when speakers intentionally avoid following his maxims, they often aim to mislead their conversation partners.[25] Goffman suggests that speakers may deviate from Grice's maxims to protect their social image or reputation.[26] According to Khosarvizadeh and Sadehvandi, it's argued that speakers might intentionally breach Grice's maxims with the aim of causing confusion among the listeners for various purposes, such as avoiding giving a direct answer, evading a particular topic, or expressing their emotions.[27]

Goffman's Theory and the Concept of Khosarvizadeh and Sadehvandi

a) Protecting Reputation

Example:

Marry: Where did you buy this lovely dress?

Jane: I stumbled upon it in a boutique last week.

Jane avoids disclosing the actual origin. of the dress but doesn't explicitly mention Tugu Pahlawan either, thus preserving the concept of protecting reputation.

b) Safeguarding Responses

Example:

Mom: Sweetie, did you finish your homework?

Nada: Well, yes, Mom. I actually completed it last night.

Nada still provides an untrue response to her mom's query without explicitly stating that she fell asleep, thereby safeguarding her response.

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[25] Ibid,.

[26] Goffman, E.*Intraction Ritual: Essays on Face-to-Face Behavior. (Far Hill: Pantheon Books, 2008), p. 17*

[27] Parvaneh Khosravizadeh and Nikan Sadehvandi, "Some Instances of Violation and Flouting of the Maxim of Quantity by the Main Characters (Barry & Tim) in Dinner for Schmucks," *2011 International Conference on Lnaguage Literature and Linguistics* 26 (2011): 122–27.

c) Expressing Dialogues

Example:

Ina: Do you know where Danny is?

Ika: Well, I'm not entirely certain.

Ika doesn't explicitly deny knowledge of Danny's whereabouts, maintaining the concept of expressing dialogues.
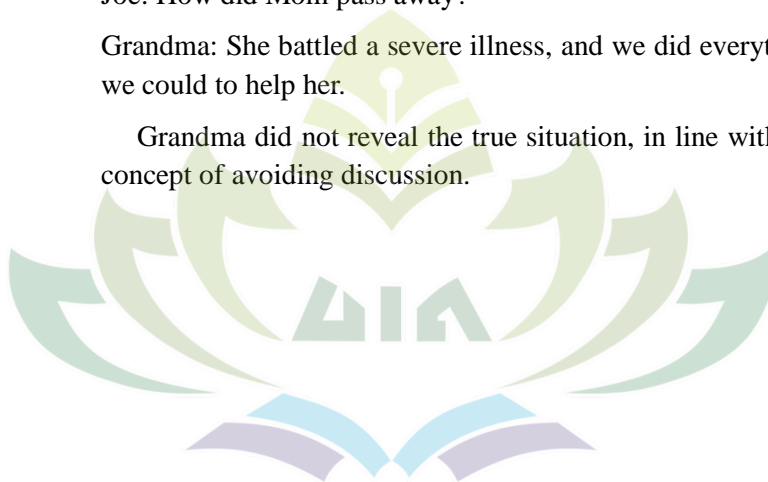
d) Avoiding Dialogues

Example:

Joe: How did Mom pass away?

Grandma: She battled a severe illness, and we did everything we could to help her.

Grandma did not reveal the true situation, in line with the concept of avoiding discussion.

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