

## AN ANALYSIS OF THE VIOLATION OF MAXIMS IN YOUTUBE CHANNEL JEDA NULIS

M Aziz Maulana<sup>1</sup>, Noor Malihah<sup>2</sup>  
Institut Agama Islam Negeri Salatiga<sup>1,2</sup>,  
[m\\_aziz.maulana1207@gmail.com](mailto:m_aziz.maulana1207@gmail.com)

### Abstract

The aim of thi study to determine the types of maxims contained in the Youtube Channel video “Jeda Nulis” by the title “ *Pengalaman Jadi Santri Islam dan Seminaris Katholik*” and to find out the intended meanings implied on violated maxims.This study uses a qualitative descriptive method. In collecting data, this study use documenting the data. The first step is to transcribe and translating the video and then group various maxims into certain categories and then analyze the meaning of the pronunciation of the maxims.The writer finds five quotes that include the maxims of both the interviewer and the informant. The interviewer violated a maximum of 3 times while the interviewee committed a violation 2 times. From the interviewer and resource person’s conversation, it was found that there were two violations of the maxim of quantity, one violation of the maxim of quality, two violations of the maxim of relevance, and zero violations of the maxim of manner. The following is an explanation of the data that has been found. And in the video, there is no violation of Manner. Because in conversations involving religion, of course the speaker must be wise in sorting words so that they are very clear and unbiased. Because if a conversation becomes ambiguous, it will be very dangerous and cause negative perspectives for others who hear it.

**Keywords:** *Violation of Maxim, Gricean Maxim.*

## Introduction

Language is closely connected with human life since it is a crucial instrument for constructing ideas and communicating information. As a result, language plays an important part in communication; various language phenomena can be observed. The phenomenon that can be seen in the way people communicate through language. Consider how people communicate through social media such as Youtube. In social media, a lot of people used utterances. The growth of technology coincides with the development of communication tools.

Grice (1975) identifies four major conventions that must be followed when people communicate with one another. Grice suggested four conversational maxims that stem from reasonable thought. Grice believes that people are naturally cooperative and that communication should be as informed as possible. Those four maxims are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

Seeing the development of technology in today's digital era, where everything can be accessed quickly and affordable by social media users. Social media has become phenomenal and increasingly globalized and entrenched. Its existence is almost inseparable from human life. As a form of application in virtual communication, social media is the result of information and communication technology capabilities. One of the most popular social media users is YouTube.

Youtube is a platform where it is possible to upload various videos, besides that YouTube also allows users to interact through

the comments column. Youtube has also become a worldwide phenomenon which is a video sharing site that functions as a means to share videos online. This site facilitates its users to upload videos that are accessed by other users around the world for free.

The above phenomenon has encouraged the researcher to conduct a survey study in order to get the new insight about the students' readiness for online learning. Therefore, researcher formulated a study entitled "An Analysis of the Violation of Maxims In Youtube Channel Jeda Nulis"

Based on the explanation above, the researcher conducts a classroom action research with the problem are:

1. What are the types of violating maxims that used in Youtube Channel "JedaNulis"?
2. What were the intended meanings implied on violated maxims in Youtube Channel "JedaNulis"?

Several researchers have undertaken studies on the topic of breach of maxim in relation to this research. Below, EsteraniZebua (2017) male and female participants in the Ellen DegeneresTalkshow were investigated for violating and flouting quantity maxims, quality maxims, relevan maxims, and manner maxims. The breach of maxims occurs when the speaker intentionally manipulates the maxims in order to mislead the interlocutor. While the speakers use implicature to persuade their listeners to draw the secret meaning behind what they say, the flouting of maxims occurs when persons purposely do not

apply the maxims in order to persuade their listeners to deduce the hidden meaning behind what they say.

The researcher collects data by using descriptive qualitative to the utterances of sixteen visitors stars, eight of them are male and eight of whom are female.

Another research by Samsudin, the types of maxim violation in Indonesian Lawak Klub (ILK) done by the main speakers. The study's goals were to define maxim violation, the most common sort of maxim violation, and the rationale for maxim violation. The data came from a discussion among the key speakers at the Indonesian Lawak Club (ILK).

Hassani, Nibros (2019) write about the application of maxim principles to tweets by a group of Indonesian social media influencers, with a qualitative approach. The data was collected from Twitter.com and the Twitter App, where the researcher randomly selected tweets and examined them using the optimal relevance principle as the analysis tool. The results vary: the majority of the talks did not follow the maxim of relevance principles, or in other words, they did not suggest the maxim of relevance principle. Furthermore, the aims are to make jokes and keep the discussion flowing while flouting.

Another research is Using Grice's theory, this study examines Dodit Mulyanto's violation of the cooperative principle in Season 4 of Stand Up Comedy Indonesia. Grice used the cooperative principle to propose that in conversational engagement, people assume that a system of rules is in effect unless they get evidence to the contrary. The goals of this study

are to classify the cooperative principle's maxims and to explain how Dodit Mulyanto breaks the cooperative principle in Stand Up Comedy Indonesia season 4 to raise comedy. The data is collected using a check list instrument, and the violations of each maxim are then examined by Raharja (2019)

Because there have been few studies on violating maxim in the dakwah channel "JedaNulis," this study focuses on them and divides them into four categories: maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

When it comes to how we communicate, someone who is communicative is more likely to successfully transmit messages to others. Communication, according to May (Hidayati, 2017), necessitates cooperation; the "basic facts" of discussion come life only in a jointly agreed-upon, pragmatically established environment. As a result, every discourse is tied to Grice's Cooperative Principle, which will be studied further in the context of pragmatic studies.

In pragmatic analysis, maxim is one of the cooperation principle fields. Maxim is a concept that encourages both the speaker and the listener to participate in communication. Grice identifies four essential maxims of conversation or general principles underpinning effective co-operative language use as such guidance, all of which represent a general co-operative principle. The maxims of quantity, quality, relevance, and manner are all used to express these principles.

According to Grice (1975) identifies four major conventions that must be followed when people communicate

with one another. Grice suggested four conversational maxims that stem from reasonable thought. Grice believes that people are naturally cooperative and that communication should be as informed as possible. Those four maxims are

1. Maxim of quantity/information

Participants should endeavor to contribute as concisely as possible for the aims of the interaction, and do not provide more information than is required.

2. Maxim of quality/truthfulness

Participants attempt to be truthful, refraining from providing anything that is suspected to be false, and refraining from saying anything for which there is no verifiable evidence.

3. Maxim of relevance/relation

Participants strive to be relevant to the discussion's topic.

4. Maxim of manner/clarity

Participants aim to be as clear, concise (avoid needless prolixity), and orderly as possible, as well as prevent obscurity and ambiguity in their expression.

## Method

This study uses a qualitative descriptive method which aims to determine the types of maxims contained in the Youtube Channel video "Jeda Nulis" by the title "*Pengalaman Jadi Santri Islam dan Seminaris Katholik*" and to find out the intended meanings implied on violated maxims. In collecting data, this study use documenting the data. The first step is to transcribe

and translating the video and then group various maxims into certain categories and then analyze the meaning of the pronunciation of the maxims.

## Discussion

After watching the video mentioned above, the writer finds five quotes that include the maxims of both the interviewer and the informant. The interviewer violated a maximum of 3 times while the interviewee committed a violation 2 times. From the interviewer and resource person's conversation, it was found that there were two violations of the maxim of quantity, one violation of the maxim of quality, two violations of the maxim of relevance, and zero violations of the maxim of manner. The following is an explanation of the data that has been found.

### a. Violation of Quantity Maxim

In the quantity of maxim, the speaker must provide only the information needed, efficiently and without being long-winded. When someone provides more information than is requested, it is claimed that the Quantity maxim has been broken. The writer discovered four utterances in the data that contained violations of the Quantity maxim by all speakers. The example below demonstrates a breach of the Quantity maxim.

- (1) Interviewer: ".. nah eh kita lagi ngepodcast di 'Noise', kalian tonton deh kita ngobrolin tentang Trinitas, kita ngobrolin tentang Santo dan lain sebagainya nanti bisa disimak di 'Noise'.."

..well, we're podcasting on 'Noise', you guys watch it, we'll talk about the Trinity, we'll talk about Saint and so on, you can listen to it on 'Noise'

At the beginning of the sentence, the interviewer has already explained that he is creating podcast content to be broadcast on Noise. However, the interviewer repeated his words that would show the video on Nois at the end of the sentence. This shows the inefficient use of sentences. In addition, the interviewer also repeated the use of the word 'we talk about the trinity, we talk about the Saint..' which should be shortened by using the word 'we talk about' only once to 'we talk about the Trinity, and Saint..'

By doing unnecessary repetition, the interviewer has violated the maxim quantity. He decided to violate the maxim because he wanted to emphasize that he will broadcast the podcast on Noise so that viewers can remember it, and use the repetition of the word 'we talk about..' to make the atmosphere of the conversation light, not stiff, and relaxed.

#### b. Violation of Quality Maxim

The only utterances that may be said to be in violation of the Quality maxim are those that say something that may not be true. A quality maxim necessitates utterances that are both true and supported by sufficient evidence. The writer discovered that an utterance made only by the informant violated the Quality standard. Here's an example of one of his statements that violates the Quality maxim.



- (2) Interviewer: “Andakan beribadah pake musik.”  
You worship with music..
- Informant: “Musik.. Oke Supaya juga mengolah (Katanya sih mengolah) rasa tapi kayaknya nggak juga deh..”  
Music.. Okay, so that you can also process the feel (people said), but I don’t think so..

When the informant says ‘but I don’t think so’ it shows that the informant is not sure about this. This is evidenced by the informant saying ‘he said’ so that there is no evidence that corroborates that worship with music can cultivate taste

The sentence ‘I don’t think so’ spoken by the informant indicates a violation of quality maxim. Coupled with his words using ‘he said’, it shows things that are not certain the truth.

### c. Violation of Relevance Maxim

The speaker and the listener must be relevant in order for the relationship maxim to work. This precept necessitates that the presenters be knowledgeable about the subject at hand.

In the data collected by the interviewer and informant, there are two utterances that violate the Relation maxim. Below is an example of one of the examples.

- (3) Interviewer: “Oh yang tadi itu yang kelihatan di mana? yang tadi atau setelah lulus dari situ? “  
Oh, where did you see that earlier? earlier or after graduating from there?

Informant: “..enggak yang 4 tahun pertama . 4 tahun begitu masuk seminari. Setahun berlalu pertama tadi belajar olah rohani sejarah gereja kitab suci, logika Bahasa oke filsafat dikit-dikit.”  
.. not the first 4 years. 4 years after entering the seminary. A year passed, the first time I studied spirituality, church history, scriptures, logic, language okay, philosophy a little bit.

Based on the conversation above, it can be seen that the informant refuted the statement from the interviewer. It can be seen that the interviewer misunderstood the year level that the informant was referring to. Then the informant explained again the stage of the year he was referring to and what materials were studied at that stage of the year.

By violating the Relation maxim, the interviewer's intention is to make the conversation clear about the stages of the year in question because there are indeed many stages of the year that a seminary goes through in the process of becoming a Saint. Several stages of the year also have different learning materials.

In the video, there is no violation of Manner. Because in conversations involving religion, of course the speaker must be wise in sorting words so that they are very clear and unbiased. Because if a conversation becomes ambiguous, it will be very dangerous and cause negative perspectives for others who hear it.

## Conclusion

The writer finds five quotes that include the maxims of both the interviewer and the informant. The interviewer violated a maximum of 3 times while the interviewee committed a violation 2 times. From the interviewer and resource person's conversation, it was found that there were two violations of the maxim of quantity, one violation of the maxim of quality, two violations of the maxim of relevance, and zero violations of the maxim of manner. The following is an explanation of the data that has been found. And in the video, there is no violation of Manner. Because in conversations involving religion, of course the speaker must be wise in sorting words so that they are very clear and unbiased. Because if a conversation becomes ambiguous, it will be very dangerous and cause negative perspectives for others who hear it.

## References

- Green, G. M. (1989) *Pragmatics and Natural Language Understanding*. Hillsdale, NJ: Lawrence Erlbaum.
- Grice, H. P. (1957) "Meaning." *Philosophical Review* 66: 377-88. Reprinted in H. P. Grice (1989) *Studies in the Way of Words*. Cambridge, MA: Harvard University Press.
- Hassani, Nibros. "The Flouting Maxim on Twitter Influencers' Tweets." *Journal of Pragmatics Research*, vol. 1, no. 2, 24 Oct. 2019, pp. 139-155, 10.18326/jopr.v1i2.139-155. Accessed 30 Dec. 2021.
- Hidayati, N. (2017). PELANGGARAN PRINSIP KERJASAMA (COOPERATIVE PRINCIPLE) DALAM PERCAKAPAN Niswatin

- Nurul Hidayati 1. AL HIKMAH Jurnal Studi Keislaman, Volume 7, Nomor 2, September 2017, 7 (September), 10–13.
- Samsudin. “The Multiple Violatings of Maxim in Indonesian LawakKlub (ILK) by the Main Speakers in One Episode of Cara CepatMenjadi Kaya.” E-Journal of Linguistics, vol. 14, no. 2, 2020, pp. 307–314, 10.24843/e-jl.2020.v14.i02.p14. Accessed 30 Dec 2021.
- Ulliyadhi, Ahmad, et al. “Maxim of Cooperative Principle Violation by DoditMulyanto in Stand-up Comedy Indonesia Season 4.” Journal of Pragmatics Research, vol. 1, no. 1, 2019, pp. 43–61, 10.1836/jopr. Accessed 30 Dec. 2021.
- Zebua, Esterani, et al. “The Violation and Flouting of Cooperative Principles in the Ellen Degeneres Talk Show.” *Journal Lof Language and Literature*, vol. 12, no. 1, 2017, pp. 103–113. Accessed 30 Dec. 2021.