

FLOUTING OF MAXIM ON ENGLISH RADIO PROGRAM IN YOGYAKARTA

Agustinus Hary Setyawan¹, Heribertus Binawan²

¹agustinus@mercubuana-yogya.ac.id

¹Universitas Mercu Buana Yogyakarta

²binawan@mercubuana-yogya.ac.id

² Universitas Mercu Buana Yogyakarta

ABSTRACT

As an event that is on the rise lately, English radio talk show in Yogyakarta provides various interesting topics with various invited guests from different background which create rich conversations among the radio announcer and the guest. When the interlocutor commits a flouting of maxim, the radio broadcasting context plays an important role in interpreting the meaning of the speech. Hence, the purpose of this study is to determine the types of flouting of maxim and the reason why it is flouted. This research was designed as descriptive qualitative research methods. Sources of data in this study were conversations between radio announcers and guest which have the flouting of maxim utterance in English radio broadcasting program. The finding shows 10 flouting of maxim data in English radio talk shows in Yogyakarta. There were 40% flouting of the maxim of quantity, 30% of the flouting of the maxim of quality, 20% of the flouting of the maxim of relevance and 10% of the flouting of the maxims of implementation. The announcer and guest in the English radio broadcasting in Yogyakarta flout the maxims deliberately due to several factors such as providing detail information, convincing, making humble attitude, saving face and creating relaxed situation with joke or indirect message.

Keywords: flouting of maxim, context, cooperative principle, guest, radio announcer

1. INTRODUCTION

The emergence of English-language radio broadcasts or podcast in Yogyakarta nowadays is as a parameter of learning English development through media other than the internet and television. It is a communication medium that shows interaction between broadcasters and listeners in broadcast programs that are followed by many people, especially those who want to practice their English language skills. In the case of pragmatics as a branch of linguistics, examining how language used in radio broadcasts is very important, such as how social relationships and distance affect speakers and speech partners, or even their relative status. In linguistics, it is explained that good

communication can be done by following the "Cooperative Principle" by Paul Grice. The cooperative principle is defined as "make your contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged"(Grundy, 2013). Furthermore, Finegan (Finegan, 2008) states that there is an unspoken fact that people will cooperate in communicating with each other, and speakers rely on this cooperation to make conversations efficient. Basically, it explains that in communication every interlocutor must make a good contribution. the intended contribution is to provide sufficient information to the interlocutor, namely information that is correct, clear, coherent, and relevant to the conversation (Leech, 2014). The four maxims that must be applied to create a good communication, namely the maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner (Cutting, 2005). In fact, in daily communication, the four maxims are not always obeyed by the interlocutors and this is what is called a "Flouting of maxim" . *When speakers appear not to follow the maxims but expect hearers to appreciate the meaning implied, we say that they are flouting the maxim* (Cutting, 2005). It is also in line with Jenny Thomas which state that "*when flouting a maxim, the speaker does not intend to mislead the hearer but wants the hearer to look for the conversational implicature, that is, the meaning of the utterance not directly stated in the words uttered. Therefore, when the speaker intentionally fails to observe a maxim the purpose may be to effectively communicate a message*"(Thomas, 2014).

When addresser in the context of a radio broadcast flouts the maxims in communication, the addresser hopes that the addressee can catch the meaning of the words where the message cannot be conveyed explicitly. There are several similar studies that discuss maxim violations such as *The Flouting Maxim on Twitter Influencers' Tweets* by (Hassani, 2019) but they are still in the domain of Twitter social media and only focus on the maxim of relevance. Another study entitled "*Flout Maxim*" in the *Speech of the Movie Figures Radio Galau Fm: A Pragmatic Study* shows the flouting that occur in radio conversation but still have not searched for the cause of flouting of the maxim (Hidayati, 2018). Based on problem and also the previous studies, the researcher is interested in finding out the kinds of flouting of maxims found in English radio broadcasts in Yogyakarta and the reason why the radio announcer and the guest star flout the maxim. To understand an implicature of a utterance as the reason of each maxim flouting, one must look at the context of the speech. In interpreting an implicature, a speaker cannot let go of the context of the conversation which includes the conversation topic, the conversation

participants, and the background of the conversation (Nadar, 2009). It is also influenced by eight speech component by Hymes (Wardhaugh & Fuller, 2015). Speech components that influence a person's speech choices, namely the setting or scene (place and time, participants), ends (goals to be achieved by the speech participants), act of sequences (the form or content of something being discussed, the words spoken and how it relates to the topic being discussed), keys (tone of voice, emotional state of the speaker) instrumentalities (the media used), norms (linguistic norms adopted by a language society) and genres (types of discourse). The prior researches haven't discussed the conversation occurred in English radio program in Yogyakarta which can lead to the discussion. Last but not least, the researchers will explore further the discussion by giving this research a title "Flouting of Maxim on English Radio Program in Yogyakarta" due to the recent findings, and expect this research can give significances on linguistic and pragmatic study.

2. RESEARCH METHOD

In this study, the researchers uses a qualitative descriptive research design, by describing the state of the research object based on the facts that appear as they are. The research also deals with words, and the purpose is to explain a phenomena or individuals (Zacharias, 2012). The natural setting in qualitative research is a must (Creswell, 2014). The research was done by transcribing data about the utterances in English radio broadcasts series in Yogyakarta. The data in this study are conversation utterances that contain the flouting of maxim and the context behind it. The analysis for the reason using Ethnomethodology which study everyday reality and how people produce those realities through their presentations of self and interactions with others (Schmitz, 2012). The utterances are limited between radio announcers and guest stars in four radio broadcasts series in "Chatville" talk show program. The first series discussed about the FKIP week. The second and third series discussed about Englishpreneurship. The fourth series was about academic terms.

The data analysis technique used in this research was carried out after obtaining data which included three activities, namely (1) analyzing the data, (2) classifying the data, (3) drawing temporary conclusions, (4) checking the existing data, and (5) drawing final conclusions. The presentation of the results of the data analysis was done informally, using words. According to Bogdan and Biklen (Bogdan & Biklen, 2006), the natural setting is

the direct source of the data and the researcher is the key instrument. In this research, the researcher is the key or the main instrument.

3. RESULTS AND ANALYSIS

3.1. Data Finding of The flouting of maxim and the Reason

3.1.1. Flouting of maxim of Quantity

A flouting of maxim of quantity can occur when a speaker provides more or less information than what the interlocutor or the listener needs. It is shown in several data.

a. Datum 1

Radio announcer : *Biasanya di kelas dipanggil Sir ya?*

Guest : *Ya. Sometimes they call me Sir or just in certain study program they call me 'mas'. You know, I am still young*

Radio announcer : *Mas ya, ok ya ampun.*

The guest does the flouting of maxim of quantity by answering what is needed. In this context, the radio announcer only asks for the veracity of the call, but the guests provide more information by adding additional information about age.

b. Datum 2

Radio announcer : *Uhm okay. So Pak Hary called Bu Eva and offering the position?*

Guest : *Ya offering the position and I said yes, I wanna join with Universitas XXX and then I don't know how this earth can make me so surprises because in Universitas XXX I really meet kind person such as Pak Hary and then Pak Aras and then so many people and make me feeling very excited being a lecture. Ya memang ada bedanya dengan seorang guru tapi pengalamannya jauh lebih berharga.*

The guest in this conversation provides more information than expected. Flouting of maxim of quantity occurs here. The information is too much than is required. The Radio announcer asked about yes no question to clarify about the position offer. The guest answered with more than required. The guest added more information about the the guest experience and feeling about the position offer. The reason is because the guest wants to provide a detailed picture of how the speaker got his job and what he feels.

c. Datum 3

Radio Announcer : I want to ask you a question, is it really hard the process to become a lecture? The actual lecture?

Guest : For the first time I feel really really hard but a lot of people help me especially on my study program there is good circumstances and they encourage me to study more, to do research more and being. and giving services to mahasiswa jadi kita nggak cuma sekedar apa ya, datang, teaching and then go home.

The guest flouts maxim of quantity by providing more information than expected. It is shown by the yes no question from the tour guide which asked about the process to become a lecture. The guest give their contribution more than is required in term of the quantity of information by adding the process itself in several ways. The reason is because the guest also wants to provide a detailed description of what he feels as a lecturer. The feeling shown by the intonation from the guest indicates that it is something that she really loves so she unconsciously adds more information to share more about her feeling.

Datum 4

Radio Announcer : Do you know him (another guest)?

Guest : Yes, I know him very well. He is really amazing and kind. I met him since I was young, more than 13 years ago.

From the conversation above, it can be seen that the guest flouts the maxim of quantity by giving more information than is required by the hearer. Guest's answer "Yes, I know him very well" is a sufficient reply to the announcer's question. She does not need to give additional information about his friend's personality and also the time spent for knowing him. Therefore, he flouted the maxim of quantity by giving the testimony of his friend's personality in order to convince him that he know his friend (another guest) very well.

3.1.2. Flouting of maxim of Quality

A flouting of maxim of quality occurs when a speaker does not provide information that is in accordance with reality and in this case a speaker avoids going on record or direct statements.

a. Datum 5

Guest 1 : You are the expert for edupreneur.

Guest 2 : I don't know what you're talking about.

Guest 1 : Oh, please! You know what it is.

It is indicted that guest 2 flouts maxim of quality by not telling what he believes. The guest 2 flouted maxim of quality in his utterances by saying “I don't know what you're talking about” which implicitly means that guest 2 did not want to strengthen the previous statement which state that he is the expert. In fact, he was invited by the radio program because he is indeed the expert. The respond showed disagreement for avoiding more questions to him and for making the humble attitude for the indirect compliment. It is conflictive reason because it happens for accusing when the illocutionary goal conflicts with the social goal.

b. Datum 6

Radio Announcer : What do you feel about your performance?

Guest : it is most terrible speak.

Radio Announcer : Well, I think you speak beautifully.

When the announcer asked about the feeling of the guest in the end of the talk show, the guest responded that he did not perform well. Guest said that he spoke terribly even he did not do that. He spoke very well by showing his good respond in every discussion especially in the question and answer session related with the graduate profile of the English study program. Guests flouted the maxim of quality to once again show humble attitude about his performance. It is conflictive reason because it happens for accusing when the illocutionary goal conflicts with the social goal. The norm of Javanese culture once again influences the statement.

c. Datum 7

Guest 1 : What are you looking at?

Guest 2 : Nothing

During the talk show, guest 2 hold the poster in his hand to help him explaining the content of the talk show. Guest 2 flouts the maxim of quality because he did not tell the truth. While maxim of quality regulates that a speaker has to speak the truth not say something that is believed to be false. Therefore, guest 2 was considered to fail in observing the maxim of quality, since he lied. This is due to cover the fact that guest 2 still need to see notes to anticipate difficulty in answering the radio announcer questions.

3.1.3. Flouting of maxim of Relevance

In the maxim of relevance, a speaker must provide relevant information. Then, when this is flouted, there will be a flouting of the maxim of relevance.

a. Datum 8

Radio announcer : Who are you? What do you do?

Guest : What do you think? Ha ha ha

During the opening of the talk show, the announcer asked a common question to the guest related with the guest personal information. In the conversation, maxim of relation was flouted. The announcer wants to know more about the guest's job. However, the guest gave a question for a feedback. Actually to follow the maxim of relation, he should give an explanation about himself and his job. Therefore, his utterance was unmatched, and therefore, relevance maxim was flouted. This was done to create a lively conversation with an informal nuance because it would cause laughter afterwards where the radio announcer actually knew the guest's job.

b. Datum 9

Guest : Do not get hesitate to join our entire program on FKIP WEEK. You can get many beneficial things. Join it.

Radio announcer : So many beneficial things.

Guest : Please prepare your seat, popcorn and beverages.

The conversation was done in the middle of the talk show when the guest tried to promote the agenda of the faculty. It is called FKIP WEEK. The respond of the guest for the promotion was very positive which state that there are many beneficial things about FKIP WEEK if the listener joins the program later on. The further respond form the guest was quite unique. It jumped to suggestion to prepare the listener's seat, popcorn and beverages. He stated that the agenda list are many and associate it like watching a cinema. The explanation indicated figuratively that it needs hours to be done. It indirectly means that it needed long duration to explain these beneficial things. It means there are really many beneficial things. By stating "please prepare your seat, popcorn and beverages", the guest flouts maxim of relation. It relates with 'end' (the aim of the statement) of the guest. It had reason in flowering the words by stating it indirectly. This term is lexically composed of two words andhap 'low' and asor 'humble' (Sukarno, 2010). Thus, to conduct the andhap-asor in Javanese means humbling oneself while exalting the others. This concept dictates the Javanese to be low profile. As a Javanese, one will not denigrate the interlocutor and praise him/herself. The norm of Javanese culture once again influenced the statement.

3.1.4. Flouting of maxim of Manner

Flouting of maxim of manner occur when a speaker or speaker provides ambiguous and unclear information.

a. Datum 10

Radio announcer : Is this... Is the competition regularly held or occasionally done when you guys have the big event?

Guest : Sort of.

Radio announcer : Sort of?

The announcer asks whether the competition is regularly held or not, yet he does not get the answer. The guest's answer is "sort of" which is not a yes or no with hesitation gesture. The announcer looks confused and then confirms the guest's answer and he only shrugs. Thus, the guest flouts maxim of manner since his utterances is not really understood by the announcer and is confusing. Although his utterance is not completely understood, the reason of his utterances is collaborative which means that the guest wants to inform the announcer about the competition that will still be held next time whether it is routine or not. It saves the face of the guest.

3.2. Discussion

There were 10 data in the study that show flouting of maxim in English radio talk shows in Yogyakarta. There were 4 flouting of maxim of quantity, 3 flouting of maxim of quality, 2 flouting of maxim of relevance and 1 flouting of maxims of manner. Each datum that had been selected and categorized according to the flouting of maxim has a relationship with an explanation of why the utterance about maxim flouting was carried out. Context is an environmental aspect that is physically or socially linked in a speech or text that appears (Rahardi, 2015). The context in conversation had the background of knowledge possessed by the speaker, the speaking partner and those who accompany and contain a particular speech. In elaborating the analysis of the causes of flouting of maxim in radio broadcasting program, an ethnomethodological approach was used. This approach believes that the conversation is an activity that is regulated by rules (rule-governed). Conversation is not an activity that is random (random) or aimless (aimless), but an activity that demonstrates regularity and patterns. From the discussion on the types of maxims that were flouted, it was found that the influence of a person's speech choices, which was influenced by the setting or scene (place and time) in which participants (speech act participants) between friends invited as resource persons influence direct questions

without using metaphors or other things. This was shown when guest star 1 asks “What are you looking at?” and is answered directly with "nothing" to cover the shortcomings and preparation according to the previous discussion. The ‘end’ or goal to be achieved by the speech participants is also reflected here, namely stating lies because they want to avoid lack of preparation. It would make it less professional if the answer is: "I look at the poster to avoid lack of information during the talks how." The saving face emerged here.

Act of sequences, namely the form or content of something discussed, the words spoken and how it relates to the topic being discussed supported utterance that flouts the maxim of quantity because the speaker intends to explain in more detail, beyond what was asked to provide a clear picture of the topic or discussion content. Javanese culture as a form of linguistic norms adhered to the speaker’s also affected the flouting of maxim of quality. The humble attitude was shown indirectly by the flouting of maxim. The inconsistency of utterances with reality which indirectly show humility and avoid self-exaltation found in the flouting of maxims of quality.

Javanese culture as the background of the speaker once again influences the flouting of maxim of the guest. Flouting of maxim of relevance that creates humor or an informal atmosphere also keeps the type of talk show light and informal in a relaxed situation. The flouting of maxims in a utterance in the findings of this study shows the hidden meaning or implicature of the speech which is in accordance with Hymes' theory of speech components in English radio broadcasting program.

4. CONCLUSION

There are 10 data in the study that show flouting of maxim in English radio talk shows in Yogyakarta. There were 40% flouting of the maxim of quantity, 30% of the flouting of the maxim of quality, 20% of the flouting of the maxim of relevance and 10% of the flouting of the maxims of implementation. In conclusion, one important difference that came out in the results was that the maxim of quantity was flouted more than others. It imply that the conversation in the English radio program tends to provide detail information in knowledge/fact sharing, desire of avoiding misunderstanding, and even the desire of providing clear information itself.

The announcer and guest in the English radio broadcasting in Yogyakarta flout the four maxims deliberately due to several factors such as providing detail information, convincing, making humble attitude, saving face and creating relaxed

situation with joke or indirect message. For further research, the researcher suggests other research in the field of ethnolinguistic, ethnopragmatic, and anthropolinguistic, where the cooperative principle or maxim can be employed more.

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BIOGRAPHIES OF AUTHORS

Agustinus Hary Setyawan is majoring in Linguistics. His interest is in pragmatics fields.

Heribertus binawan is majoring in English education. His interest is in teaching and learning strategies.