

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

In daily life people communicate with one another to deliver a message, give or provide information, interact with one another and also to express emotions. According to Julia Wood (2004), communication is “a process in which individuals interact with and through symbols to create and interpret meanings” (p. 12).

When people communicate, sometimes a speaker delivers unclear information. This could be because they give less or more information than is required. It also happens when they give ambiguous statements, vague expressions, or they are being untruthful in the conversation. When this happens, the hearer cannot get the meaning, or misunderstands the message from the speaker’s utterances. For example, when A asks B to go to dinner one night, B replies, “I have homework to do”. In this situation what B implies is that B cannot come. In linguistics, this is called speaker meaning, and speaker meaning is studied in Pragmatics.

Pragmatics is the study of meaning in use or meaning in context, that is, the meanings that are communicated by a speaker and interpreted by a listener. Furthermore, he states that Pragmatics is the study of how the hearer gets the implicit meaning of the speaker's utterances (Yule, 1996, p. 3).

In order to make a conversation run smoothly, and to avoid the hearer's misunderstanding of the speaker's implicature, Grice introduced the Cooperative Principle. "Make your contribution such as required, at the stage at which it occurs by the accepted purpose or direction of the talk exchange in which you are engaged" (Thomas, 1995, pp. 61-62). When the speaker fails to conform the cooperative principle, the utterance will be considered not informative, irrelevant, untruthful, and not as brief as the situation requires (Thomas, 1995, p. 63). Then, the speaker is said not to observe the Gricean maxims (Thomas, 1995, p. 64), which will be discussed more thoroughly in the next chapter.

The title of my thesis is *The Use of Non-Observance of The Gricean Maxims by Abraham Samad to Build a Positive Self-Image as CEC Chairman in Mata Najwa Talk Show*. I choose this topic because I think it is interesting to analyze an interview in a talk show, especially when the speaker or the subject is a politician. Politicians always try to keep their good image in public. The interview is related to the issue between *KPK* (Corruption Eradication Commission) henceforth abbreviated as *CEC* and *POLRI* (Indonesia Police Force) henceforth written as *IPF*. The interviewees are Abraham Samad, the chairman of *CEC*, and the vice chairman of *IPF*, Nanan Sukarna. I will analyze Abraham Samad's utterances and reveal his motives in using non-observance of Gricean maxims that generate implicatures.

Abraham Samad was the Chairman of CEC in the years 2011-2015. Formerly, he was an advocate and studied law in University of Hasanuddin (Unhas). He is known as an anti-corruption activist and the initiator of Anti-Corruption Community (ACC) in South Sulawesi (Setya, 2014).

The reason why I choose Abraham Samad is because as the chairman of CEC, he is known as a firm, courageous and professional politician. In several interviews, Samad seems wise in delivering his statements. He speaks carefully, and knows how to handle situation. As an Indonesian citizen, I wish to know if Samad is actually wise and professional in giving statements and interacting with other people in public. To prove this, I will analyze the types of the non-observance of the Gricean maxims used by Samad in his utterances and reveal his intention in Mata Najwa Talk Show.

The significance of this study is to make people aware of the fact that sometimes politicians are good at hiding the truth. There is always an intention behind why they say something while in fact they mean something else. In some cases, they implicitly state the real meaning in the utterances and the purpose of doing it is to build their image. The reason is because as politicians they have to look fair, wise, firm and professional. Besides, when they are in a position where they can harm their and others' reputation, they will attempt to speak carefully. As part of the society, we have to be smart in understanding the implied meaning uttered by politicians. Sometimes, they sound very wise but if we understand better what they really mean, we know their real motive is just to keep a positive image of themselves.

(736 words)

1.2 Statement of the Problem

Based on the topic I choose, the problem of my study is formulated as follows:

1. What types of non-observance of the Gricean maxims can be found in Abraham Samad's utterances in *Mata Najwa* Talk Show?
2. How does Abraham Samad use the non-observance of the Gricean maxims in his utterances to build his image as a politician and CEC chairman?

1.3 Purpose of the Study

In this thesis I would like to find out:

1. The types of non-observance in Abraham Samad's utterances.
2. How Abraham Samad uses the non-observance of the Gricean maxims in his utterances to build his image as a politician and CEC chairman.

1.4 Method of Research

The first thing I did for my research is I went to the library and looked for some references and relevant theories to support the data. Secondly, after I watched *Mata Najwa* Talk Show about CEC versus IPF on YouTube, I started to analyze the types of non-observance of maxims that Abraham used. Moreover, I revealed the implicatures within his utterances as well as his intention of not observing the maxims. Finally, I wrote the research report.

1.5 Organization of the Thesis

This thesis is divided into four chapters. Chapter I is Introduction, which consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research and Organization of the Thesis. The following chapter is Chapter II, which presents the theoretical framework of some theories that support my analysis. Chapter III is the data analysis. Chapter IV is Conclusion, in which I have drawn some concluding points from my research. Next is Bibliography, which contains a list of references, and the last part of this thesis is Appendix.

