

CHAPTER FOUR

CONCLUSION

In this chapter, I would like to point out my concluding points based on the findings from the data that I have analyzed. Based on the findings of my study the total of the overall data are twenty two, which are gained from fourteen scenes. Out of the twenty-one, nineteen, or 90% of them, have the type of flouting a maxim. The rest of it, which are the other two data, or 10%, belong to the type of non-observance of violating a maxim.

Samad mostly chooses to flout a maxim because I think flouting a maxim contains an implicature which helps him to deliver something without having to bother to say it explicitly. When he utters implicitly about something, it helps him to stay safe. Thus, when he gives a statement implicitly, he lets the audience interpret its meaning on their own. As a result, he will not be blamed or sued for something that he does not explicitly say. In my opinion it is a clever strategy for Samad to stay safe while building a positive self-image, even though not all the listeners will understand the message within his utterance because it all depends on their background knowledge.

The rest of the data, which is 10%, are categorized into violating a maxim, which does not generate any implicature and which has the intention of misleading the audience. In my opinion, it is possible that Samad does this because he has no other choice how to answer the question. Rather than threatening his self image, he decides to use violation in these two data of the analysis. Besides, I think using violation rather than flouting indicates that he uses a smart strategy. As the chairman of CEC it is not good to speak differently from the fact as this may cause a bad image for himself and CEC. Moreover, in the data that contain violation, it is shown that he does it to save the IPF's face, which I think is also a good strategy. Even though Samad tries to mislead people, he does it in order to save IPF's face while actually at the same time he is building a positive image of himself and CEC.

Furthermore, the type of maxim which is commonly used is flouting the maxim of manner. Sometimes, both flouting the maxim of manner and quantity are found in one data because they are similar, as they both give more information by adding unnecessary information and being long-winded in the conversation. There are fourteen data of flouting the maxim of manner that Samad commits, seven of which are done together with flouting the maxim of quantity. Samad does this because he wants to stay safe. He hides behind the words he chooses and the style of language that may cause the listener to get confused about what actually the core subject is in Samad's utterance. When Samad adds new information or when he is being long-winded, it is mostly done when he adds some statements to praise other people or institutions and when he is being modest. This style helps him to be seen as an ethical and professional leader of an institution.

Based on my analysis, there are five data which belong to the flouting of the maxim of relation. This is also a good strategy as when he flouts the maxim of relation less often than flouting the maxims of manner and quantity, he is seen as a smart person who knows how to respond well without trying to answer the question irrelevantly. Thus, in my opinion Samad is successful in building a positive image of himself and CEC that the audience may see him as an ethical, wise and also intellectual person.

Moreover, it is found out that flouting the maxim of quality is not used at all by Samad in the conversation between him and Najwa. I think it is because flouting the maxim of quality is not very helpful to build a positive image for himself and CEC. On the contrary, if he uses the flouting of the maxim of quality, it will threaten his self image in public. As a result, when he chooses to stay truthful and does not mention any false information, it indicates that he is an honest person. It is in line with Samad's intention. Thus, I think his strategy to win the audience's heart is really smart and elegant.

Based on my analysis, the intention of Samad's committing the non observance of the maxims is that he wants to build a positive image of himself and CEC. There are two ways that lead him to achieve his intention. The first one is when he tries to directly build a positive image and the second one is when he subtly attempts to build a positive image. Out of twenty-one data, 14 data, or 70% of them, show the process of Samad's trying to build a positive image of himself and CEC subtly while the rest, which are 7 data, or 30% of them, are to directly build a positive image. When he is seen to save the IPF's face, he actually is building his own

positive self image and this is when he is said to build a positive image in a subtle way.

For instance, in scenes 1 and 2 when the President seems to be in favour of the CEC rather than IPF, Samad does not show how powerful he and his institution are. Instead, he praises IPF and mentions good things about them. I personally admire his strategy in pursuing his goal to build a positive self image that does not need to attack or be unethical and unprofessional to the other institution.

Furthermore, Samad tries to be wise and polite even when the case between CEC and IPF looks crucial. He never sounds arrogant or selfish; that is why he says good things about IPF while in fact he can build a positive image of himself and CEC. I can say that his strategy is smart to gain trust and win the audience's heart. Thus, the audience will value CEC from the elegant attitude that Samad shows. Without trying so hard to impress people, he will make them respect CEC and himself. In general, Indonesians are likely to be fond of someone who is polite and well-behaved.

Last but not least, this research is useful to make people more aware of and not easily believe in someone's utterances. When saying something, people including politicians, have their own agenda. Thus, when they deliver a statement, it is not always true or the same as what they really mean. Sometimes, for any kinds of reason they try to say nice things just to be seen as a good person. Or else, when they say something it can mean something else. It is important for us as a hearer to understand the actual message that someone is trying to say.

(1.163 words)