

CHAPTER ONE

INTRODUCTION

Background of the Study

In their life, people need to communicate with one another. Communication aims at delivering a message, giving some information or expressing emotion. What is essential is that communication must run effectively so as to achieve successful results for both sides.

The title of my thesis is *Baswedan's Use of Non-Observance of the Gricean Maxims to Build His Positive Self-Image as One of Jakarta Governor Candidates*.

I choose this topic because I personally think that it is very necessary to understand the speech content, to analyze a person's utterances during an interview in a talkshow. A talkshow is a live conversation presented in public. My observation shows that a talkshow contains numerous potential data of non-observation of Gricean maxims which is interesting to be analyzed. Therefore, a talkshow is a suitable data source for my research.

In my opinion, *Mata Najwa* is one of the best talkshows in Indonesia because it always presents discussions on current politics which attract a lot of people. It becomes more interesting when the interviewees are some controversial

politicians because the majority of politicians, either the good or the bad ones, will most probably try to keep their good image in public. Furthermore, the host is Najwa Shihab, who is famous for being assertive and critical in interviewing her guests.

The particular interview in *Mata Najwa* that becomes the data source of my research is related to a governor election in Jakarta, in which some governor candidates presented their programs and launched their campaign to all Jakarta people. The interviewees in this particular talkshow are Anies Baswedan, a Jakarta governor candidate and Sandiaga Uno, Baswedan's vice governor candidate. However, in this thesis I would like to limit the analysis to Baswedan's utterances and reveal his strategies through his use of non-observance of Gricean maxims.

I am interested in the speech of Baswedan's because as the former Minister of Education and Culture of Indonesia, he was very confident to go forward in the Jakarta governor election. People can find in several interviews that Baswedan seems wise and good in delivering his statements during his campaigns. He speaks very carefully and seems to know how to handle several situations in Jakarta currently through his programs which he has already prepared. I would really like to know Baswedan's strategies to show the sides of his personalities through his non-observance of Gricean maxims in a *Mata Najwa* talkshow. I will analyze the types of the non-observance of the Gricean maxims used by Baswedan in his utterances as a Jakarta governor candidate.

This study belongs to Pragmatics, a linguistic field which focuses on meaning in context. To do the analysis, I choose Grice's non observance of the maxims as my specific theory. Based on Grice's Cooperative Principle, people as

participants are expected to be cooperative when they talk. (Thomas, 1995, p. 62)

To fulfill this principle, participants of a conversation must follow the four conversational maxims: the maxim of quantity, maxim of quality, maxim of manner, and maxim of relation. Still, in real life, sometimes people have a conversation without fulfilling these four maxims of conversation. This discrepancy is called non-observance of the maxims, in which people break the rules of the Gricean maxims for several reasons, one of which is to mislead the hearer. Besides, it may also be done because they want the hearer to get the implicatures, which are the additional or different meaning behind the utterances.

When people scrutinize a conversation between an interviewer and the interviewee in a talkshow, they often find that what the interviewee wants to say may not be explicitly stated. Especially if the interviewee is a politician, I personally think that he or she may use this strategy to build his or her positive self-image.

The significance of this study is to raise people's awareness of the fact that some politicians are really good at building a positive image about themselves, especially, in this context, as leader candidates. There is always a specific intention behind their utterances and the strategies which they use to win people's heart. The main reason is because as leader candidates, they have to look wise, honest, fair, and they want to be accepted as part of the society. Nevertheless, as concerned citizens, people have to be critical in judging the politicians' utterances.

(715 words)

Statement of the Problem

In this thesis, I would like to analyze the following problems:

1. What types of non-observance of Gricean maxims can be found in Anies Baswedan's utterances?
2. What implicatures can be generated from his utterances?
3. What strategies does he use through his utterances to build his positive image as a Jakarta governor candidate?

Purpose of the Study

In this study, I would like to find out

1. the types of non-observance of Gricean maxims in Baswedan's utterances.
2. the implicatures that can be generated from his utterances.
3. the strategies he uses through his utterances to build his positive image as a Jakarta governor candidate.

Method of Research

Firstly, I watched *Mata Najwa* Talkshow that presented Anies Baswedan's speech on Metro TV. Secondly, I started to make a transcript of Baswedan's speech by watching the video several times to get the whole interview. Thirdly, I personally translated the interview into English in order to get the data for my study. I used Oxford Dictionary and also an Indonesian - English Dictionary. Then I searched for some references and theories in some sources to support my analysis of the non-observance of the maxims that Baswedan used in his speech. After that, I collected the research data from the speech presenting the non-observance of Gricean maxims in Baswedan's utterances. I also looked for implicatures in Baswedan's utterances

so that his strategies to enhance his positive image could be revealed. Finally, I wrote the research report.

Organization of the Thesis

This thesis is divided into four chapters. Chapter One 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 Two, which presents the elaboration of the theoretical framework of the theories that support my analysis. Chapter Three contains the data analysis. Chapter Four is Conclusion, in which I put forward some concluding points from my research. Next is Bibliography, which contains a list of references, and the last part of this thesis is Appendix, which contains some supporting information.

