CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Communication is very important for humans as they are social beings who need to interact with one another in order to survive. Through communication, people can achieve a number of purpose such as expressing their thoughts, feelings and emotions, and delivering messages to other people.

When communicating, not everyone says exactly what he or she means. Some people often imply something else inside the utterance. They do this in order to get benefit from the others—not always negatively, but also in a positive way. For example, if someone says that they feel hot, it does not always mean that they only want to announce their feelings; on the contrary, the utterance can also mean that the speaker wants the hearer(s) to open the window or turn on the fan for them. This implicit meaning behind an utterance is called an implicature, and it requires the hearer(s) to draw what the speaker truly wants to say.

There are some ways to understand the meaning of what the speaker really wants to say; one of them is through Pragmatics. Pragmatics is "the study of meaning in language, the practical aspects of human action and thought, and the use of linguistic signs, words and sentences, in actual situations" ("What Is Pragmatics", n.d.). Based on Grice's Cooperative Principle, people basically have to be cooperative when they talk (Thomas, (1995, p. 62). In order to be cooperative, people should follow the conversational maxims, such as the maxim of quantity, maxim of quality, maxim of manner, and maxim of relation. However, in real life, people do not always observe these conversational maxims when they talk, which breaches the Gricean maxims. This is known as the non-observance of the maxims. It is done for a number of reasons, for example to mislead the listener, to generate an implicature, not to hurt the third party and to build their self-image.

When people use language to build their positive self-image, they do this to make people think that they are better than they actually are. They say something in a calculated way or they choose words to make themselves look good in front of people. People sometimes deliberately fail to observe the maxims for their own benefit. The kind of people who usually use language to build a certain self-image are public figures and politicians. One of them is Sandiaga Uno when he and his partner, Anies Baswedan, participated in the Jakarta's governor election in 2016. Before participating in this election, Sandiaga was an entrepreneur. He has no political background and decides to go in this election.

In this thesis, I will focus on Sandiaga's utterances on his interview with Najwa Shihab in the talkshow *Mata Najwa*. *Mata Najwa* is one of the most popular talkshows in

Universitas Kristen Maranatha

Indonesia that presents clever interview sessions. It is due to the fact that Najwa, the interviewer always comes up with questions that force the interviewee(s) to think twice before delivering the answers so as to avoid making mistakes in answering the question. Furthermore, Najwa is very critical in giving questions related to the interviewees.

During his interview with Najwa, most of Sandiaga answers do not address what actually Najwa asks. It means there is something that Sandiaga wants to hide. Another reason why I choose Sandiaga as my source is except he has no political background, he also comes out with controversial statements that make us as a hearer have to think hard to get the meaning why he says that. As a result, we have to look for the impossible meaning behind his utterances. To analyze it, I use H. P. Grice's non observance of the maxims as my specific theory. Therefore, I formulate the title of my thesis; i.e. *Sandiaga Uno's Use of Non-observance of the Gricean Maxims to Build His Positive Self Image as One of Jakarta's Vice Governor Candidate*.

The significance of my study is to make people realize that politicians may look really smart in using his language simply for the sake of his positive self-image. The reason for this is to garner people's attention to vote for him in the election. Still, as common citizens, we must be cautious as not to directly believe the politicians' utterances or promises. It is better for us to be critical in grasping and digesting those utterances or promises so as not to make a wrong choice for a leader. (729 words)

1.2 Statement of the problem:

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

1. What types of non-observance of Gricean maxims can be found in Sandiaga Uno's utterances?

2. What implicatures can be generated from his utterances?

3. What strategies does Sandiaga Uno use through the non-observance of the Gricean maxims to build his positive image as a Jakarta's vice governor candidate?

1.3 Purpose of the Study

In this study, I would like to find out:

1. the types of non-observance in Sandiaga Uno's utterances,

2. the implicatures generated from the utterances,

3. the strategies Sandiaga Uno uses through the non-observance of the Gricean Maxim to build his positive image as a Jakarta's vice governor candidate.

1.4 Method of Research

Firstly, I watched *Mata Najwa* talkshow that presented Sandiaga Uno's utterances on Metro TV about his strategies to get more voters in the election in his campaign. Afterwards, I started to make a transcript of Sandiaga's speech by watching the video to get

the interview. Then, I choose Sandiaga Uno's utterances, which does not observe a maxim as my data. Thirdly, I applied Grice's theory to see what kind of the non-observance of the maxim that Sandiaga used in his interview. Then, I looked for implicatures in Sandiaga's utterances so that his strategies to build his positive image could be revealed. After that, I have to find the images that he wants to build based on his utterances that does not observe a maxim. Finally, I started to write the research report.

1.5 Organization of the Thesis

This thesis is divided into four chapters. The first one is Introduction, which contains Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research and Organization of the Thesis. Subsequently, Chapter Two presents Theoretical Framework, which relates to the theories that I use to support my data. The following chapter is Chapter Three, which present the data analysis. Chapter Four is the conclusion of my research, in which I put my personal comments. The last part from this thesis is Bibliography and Appendices.