# CHAPTER FOUR

# CONCLUSION

In this last chapter, I would like to present the conclusion of the analyis of the non-observance of the Gricean maxims in my study. This chapter includes the summary of my analysis in Chapter Three, some limitations and recommendations for future research.

The purpose of this thesis is to identify the non-observance of Gricean conversational maxims in Sandiaga Uno's utterances during his interview in *Mata Najwa*'s talk show. There are nine speech events between Sandi and Najwa, all of which centre on Sandiaga's candidacy to be the vice governor of Jakarta in the 2017 election. The data are analysed by applying the non-observance of the Gricean maxims rules.

Out of the nine data used in this thesis, the type of maxim that Sandiaga does not observe the most is flouting the maxim, which occurs 8 times or 88%. Meanwhile, the non-observance which occurs the least is violating the maxim as it

only occurs once in the whole nine data. Other types of non-observance of the maxim do not occur in the data analysis.

The analysis shows that Sandiaga mostly flouts the maxim of manner, which happens four times in the data. Overall, Sandiaga makes use of manner maxim to highlight his competence. He deliberately gives answers that are not straight to the point because he wants to be seen as a competent leader. He can add more details about his competence by not being straightforward in answering questions. Sandiaga also makes use of flouting the maxim of manner and gives prolixity because he is aware of the fact that if he answers the question directly about sensitive issues like his well being or the certainty whether he is better than the incumbent, the audience will get the wrong interpretation of him. There is a chance of his being considered to be arrogant because of his money or his confidence to defeat the incumbent.

The second most flouted maxim is the maxim of quantity. Sandiaga flouts the maxim of quantity three times in the data. I arrive at a conclusion that he intentionally makes use the maxim of quantity so as to avoid answering questions directly that may tatter his image. He thus often provides more information than required to avoid answering the questions directly. In data 6 for instance, by giving his track record in providing occupations and job opportunity and also his background on his ability to solve problems, Sandiaga wants to show that he is able to lead Jakarta even though he has no political background. In flouting the maxim of quantity, Sandiaga wants the hearer to notice that he is the right person that Jakarta is looking for.

The only data that shows Sandiaga violates a maxim is in data 7 when he wants to mislead people about his opponent's achievements. When Najwa asks about

his opinion to defeat Ahok's popularity, Sandiaga intentionally violates the maxim by providing incomplete data regarding the electability of Ahok and himself. In my opinion, by doing this, he wants to say that Ahok's popularity and electability is not as high as when he was still the incumbent in 2015. Sandiaga wants to give a message to Jakarta people that it is time for Jakarta to have a new leader that can bring the capital city of Indonesia better than before.

I believe that Sandiaga does not break other types of non-observance of maxims due to several obvious reasons. He does not flout the maxim of quality since he does not lie intentionally so as to send a contrasting message in his utterances. He also does not flout the maxim of relation because all his replies to the questions asked are still relevant despite adding unnecessary details on them. Besides, it is clear that Sandiaga does not need to opt out of a maxim because he thinks that his answers would not hurt anybody or put himself and anybody else in danger. Moreover, refusing to answer a certain question will backfire and may do harm to his image as a public figure who is open and honest. Sandiaga also does not infringe a maxim because Sandiaga is capable to answer all of the questions and does not have any incapacity to speak clearly. Since they are not talking about something dangerous or is considered taboo, Sandiaga has no reasons at all to suspend a maxim.

From all the data that I have analyzed, it is shown that Sandiaga has made use of non-observance of the Gricean maxims to support his main intention, which is to build some positive images. The images that are reflected from his use of the non-observance are a competent leader, knowledgeable person and hard-working leader. In my opinion, he has succeeded in delivering his intention. He plays his words in

this interview wonderfully. With his words, he can offer some solutions to Jakarta people's problems. Most importantly, those solutions are well-considered and can be easily consumed by the audience as good solutions. His experience also helps him to deliver his strategy in the campaign and it works. He succeeds in opening the mind of the people of Jakarta with his beautiful words and he gives some logical reasons why Jakarta has to choose him as their new leader. I think Sandiaga is smart in playing with words and as he can influence people to vote for him in the election. It is a good start for a person that has no political background to become a vice governor. This is proven as he has won the election and become the vice governor of Jakarta with Anies Baswedan as the governor.

There are some limitations in my thesis, namely the theory and the number of data chosen. In this thesis, I only apply one theory to analyse the data. Besides, I only focus on the utterances and the implied meaning of Sandiaga without considering Najwa's questions as a source of data. Furthermore, since I only use one interview and analyse nine utterances, I am unable to make a generalization about Sandiaga's intentions in non-observing the maxims.

In ending the chapter, I would like to give some recommendations for people who are interested in analysing this type of data. First, to be able to get a better generalization of the data, it is better that the future researchers to find more data. It is also suggested that other theories of Pragmatics are used when analyzing the data so as to make the analysis more thorough. (1001 words)