CHAPTER ONE

INTRODUCTION

1.1   Background of the study

Communication is one of the important things for human beings. People send and receive information to one another by means of communication. Communication can be effective and run smoothly if the participants follow the basic principles of conversation. In pragmatics, these rules of speaking are termed as maxims. According to Thomas (1995, p. 63) there are four conversational maxims that can be used as the basic principles meant to be followed and observed in order to create a successful conversation. The four conversational maxims are the maxims of quantity, quality, relation and manner.

However, in reality sometimes people speak concisely or long-windedly or even irrelevantly to others when they are engaging in a conversation. They break the principles of the maxims for various purposes. H. P. Grice (Thomas, 1995, p. 64) comes up with non-observance of the maxims which presents explanations why people fail to observe the Gricean maxims. There are five ways of breaking the maxims namely flouting a

maxim, violating a maxim, infringing a maxim, opting out of a maxim and suspending a maxim. Non-observance of the maxims can be found commonly in the media or in the daily conversations. In media, a talk show is one of the sources which allows us to discover more about people's utterances which often do not observe the Gricean maxims. Therefore, I choose a talk show as the source for my thesis topic since it has a real and direct conversation between the interviewer and the interviewee.

One of the best talk shows that garners a lot of viewers is *Mata Najwa*. It presents interesting interview sessions since the interviewer, Najwa Shihab, is famous for being very critical in asking questions. The talk show often presents the interviewees' utterances that disregard the Gricean maxim on the interview. Therefore, I choose *Mata Najwa* as the data source in the thesis. Moreover, the talk show often invites politicians or important people and one of the important figures that draws my attention at the time when *Mata Najwa* invited one of the them is Agus Harimurti Yudhoyono.

Agus Harimurti Yudhoyono is the first son of Susilo Bambang Yudhoyono, the former President of Indonesia. Agus is known to have come from a family with a military background since he was a child. He also succeeded academically and received a lot of good records and awards with the last major rank during his career in military for 16 years before he finally changed his intention and declared his participation in the competition of being DKI Jakarta's Governor.

It is surprising for the public because he does not have any political backgrounds and the public assumes he will not enter the world of politics. At that time, Agus competes against two other great competitors, Basuki Tjahaja Purnama, the incumbent and Anies Baswedan, the former Minister of Education.

Therefore I choose Agus Harimurti Yudhoyono as the subject of my analysis by the reason of he gives several answers and responses which fail to observe the maxims in his interview with Najwa Shihab. Furthermore, in my opinion he is a controversial figure suitable as the subject for my study by the reason of his decision to become one of the DKI Jakarta's governor candidates. Agus, in his responses and implicatures in the interview, often shows his good self-image as someone who has capabilities and qualities to win the gubernatorial election.

Due these reasons, I would like to formulate my thesis title which is *Agus Harimurti Yudhoyono's Use of Non-Observance of the Gricean Maxims to Build A Good Selfiimage in the Mata Najwa Talk Show As One of the DKI Jakarta's Governor Candidates*. The discussion regarding this topic is mainly concerned with Agus Harimurti Yudhoyono's utterances, his implicatures, and his motives to fail to observe the maxims.

The significance of this study is to make people alert that politicians who appear in public may speak very well simply to build his/her good image. They may not observe the maxims because of the need to look knowledgeable and competent and to attract people's attention to vote for them. Thus, we need to be alert when choosing our leaders so as not to digest whatever they say without careful filters and thoughts.

(705 words)

1.2   Statement of the Problem

In conducting the research, I would like to focus on these following issues:

1.   What are the types of non-observance of the Gricean maxims in Agus Harimurti Yudhoyono utterances?

2.   What are the implicatures generated from his utterances?

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

1.3   Purpose of the study

By using the statement of the problem above, I would like to:

1.   identify the types of non-observance of the Gricean maxims in Agus Harimurti Yudhoyono's utterances.

2.   identify the implicatures generated from his utterances.

3.   identify the strategies he uses through his non-observance of the Gricean maxims to build his positive image through the use of the non-observance of the Gricean maxims.

1.4   Methods of Research

Firstly, I chose one main linguistic focus to discuss and finally chose to focus on Pragmatics. Afterwards, I searched for relevant data source from YouTube and the Internet. Next, I analyzed the existing data by searching the parts of conversations which fail to observe a maxim based on the statement of the problem. I used H.P. Grice theory of non-observance of maxims to analyze the data. In the end, I wrote the research report.

1.5   Organization of the Thesis

There are four chapters in this thesis. The first chapter is Introduction which contains Background of the Study, Statement of the Problem, Purpose of the Study,

Method of Research and Organization of the Thesis. The second chapter is Theoretical Framework, which discusses the related theories that would be used for analysis. The third chapter is the analysis of the existing data based on the interviews conducted in the talk show. Chapter four is Conclusion, which contains my personal comments and suggestions. Finally, the last parts in the thesis are Bibliography and Appendices.

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