

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Background of the Study**

An interview is a formal direct meeting between two persons or more with questions asked by an interviewer and answered by an interviewee for the purpose of knowing and getting more information from the interviewee (“Interview,” 2019). There are various types of interviews; one of them is a political interview. A political interview is a formal and direct political meeting with a certain political topic discussed (Bahman, 2018). In a political interview, the interviewer asks questions about facts, opinions, and reasons regarding the politician’s actions in a certain political issue as informatively as possible. A political interview may turn to be a sort of oral examination for the interviewee in which he or she may be scrutinized with all the questions asked by the interviewer. Conversely, it may become a medium of self-promotion for the interviewee, depending on how he responds to the questions asked by the interviewer.

Self-promotion is how a person promotes his positive self-impressions or things related to him to others so that he can gain more confidence and be considered more positive. In an article entitled “What Is Self-Image?” it is stated that self-promotion is an attempt to present yourself to others as an accomplished, capable, smart, and skilled person (Mountain State Centers for Independent Living, n.d.). Self-promotion in a political interview discussed in my analysis is conducted through the use of non-observance of the Gricean maxims.

Non-observance of the Gricean maxims is one of the sub-studies in pragmatics, the study of speaker’s meaning. Non-observance is an occurrence where people fail in observing law or rules of maxims in an interaction (“Non-observance,” 2019). Maxims are moral rules or principles of how people should behave in a social interaction with others (“Maxim,” 2009). Those maxims are introduced by Herbert Paul Grice, who is known for his theories of meanings and implicatures (“Paul Grice,” 2005).

In my thesis, the use of non-observance of the Gricean maxims for self-promotion is applied by Yusril Ihza Mahendra in his political interview entitled “Blak-Blakan Yusril Ihza: Dulu Prabowo Kini Jokowi!!” This political interview was conducted by Alexander Sudrajat and published in his YouTube channel, *detikcom*, on November 8, 2018. The interview session is meant to answer the public’s questions regarding Yusril’s changing political movement, along with its consequence towards *Partai Bulan Bintang* (Crescent Star Party), the party he founded.

Yusril is one of the Indonesian politicians who has been involved in a recent political issue. He is the chairman of Crescent Star Party, which is known not only for its Islamic party but also for its support towards Prabowo Subianto and Hatta Rajasa in the 2014's presidential election ("Yusril Ihza Mahendra," 2013). In 2014, he testified before the court as an expert witness for the case of the presidential election result, which was won by Joko Widodo, Prabowo Subianto's rival.

This interview is interesting for me to discuss since it shows how Yusril declines the issue about him siding with one of the presidential candidates. His claim raises some questions. Alexander, the interviewer, intends to ask questions related to his drastic political movement and how it affects his self-image. However, Yusril cleverly turns the table and makes the best use of the interview session to promote himself that he does not need to side with either of the two presidential candidates.

Yusril's interview is specifically analysed using Grice's non-observance of the maxims theory cited by Thomas (1995) and Yule (1996). Non-observance of the Gricean maxims consists of flouting, violating, infringing, opting out of, and suspending a maxim. Flouting a maxim happens when a person fails to recognize a maxim as there is an intention of generating an implicature of what is said by the person. Violating a maxim occurs when a speaker intentionally misleads the hearer to have a wrong assumption or thought. Infringing a maxim is done by a person with imperfect linguistic performance or in a state of drunkenness or nervousness. Opting out of a maxim is an act of unwillingness to cooperate with

the topic in hand. Suspending a maxim happens when a speaker temporarily suspends the maxim due to moral, cultural reasons, and else (Thomas, 1995, pp. 65-76).

The significance of my study is to make people aware of the fact that a certain politician can divert the viewer's attention from the main issue(s) supposedly discussed for different purposes, one of which is for the sake of self-promotion, by using the non-observance of the Gricean maxims when being interviewed on the television. This research is also expected to stimulate interest in the use of analysing the non-observance of the Gricean maxims to reveal people's true intention in communication.

(Words: 770)

## **1.2 Statement of the Problem**

Based on the background of the study, the problems I would like to discuss in this thesis are:

1. What are the types of non-observance of the Gricean maxims in Yusril Ihza Mahendra's utterances?
2. What are the implicatures revealed from Yusril's utterances?
3. How does Yusril make use of the non-observance of the Gricean maxims to promote his existence?

## **1.3 Purpose of the Study**

Based on the statement of the problems, the purposes of the study are:

1. to identify the types of non-observance of the Gricean maxims in Yusril Ihza Mahendra's utterances;
2. to identify the implicatures revealed from Yusril's utterances;
3. to identify the way Yusril uses non-observance of the Gricean maxims to promote his existence.

#### **1.4 Organization of the Thesis**

This thesis is divided into five chapters. Chapter One consists of Background of the Study, Statement of the Problem, Purpose of the Study, and Organization of the Thesis. Chapter Two contains the theories and review of the previous study that I use to analyze the interview I choose as my data. Chapter Three is Methods of Research, which includes Research Design, Data Collection Technique, Framework for Analysis, and Data Analysis. Afterwards, Chapter Four presents the analysis of my data. The last chapter is Chapter Five, which comprises the conclusion of the analysis and my comments on the findings. The thesis finishes with References and Appendices.