

## **VIOLATION OF MAXIM ON FACEBOOK STATUS OF UNIVERSITY STUDENTS IN NORTH SUMATERA**

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### **ABSTRACT**

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This study deals with violation of maxim on facebook status. The objectives of the study were to find out the types of maxim which were violated by university students and described the reasons why they did it in the conversation. The study used Grice theory of conversational maxim and was conducted by using qualitative descriptive design which aimed at describing the types of violated maxim and the reasons why people did it. The data were the utterances and were taken from fifty selected status of students from 9 universities in North Sumatera and collected by randomly sampling technique. The findings of the study showed there were three types and reasons of using violation of maxim. They were maxim of quality (1), maxim of quantity (17), maxim of relation (24) and as the most dominant type. Their reasons were to show respect, change a topic and create humor.

**Keywords:** *Cooperative Principle, Violation of Maxim, Facebook.*

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## INTRODUCTION

Nowadays, social networking is becoming a tool of communication that is mostly chosen by people. They believe that they can build an easy conversation with friends by using social networking as their medium of written conversation. The use of social networking allows people to communicate and share their thoughts with friends or others because it provides a wonderful way to gather pictures and thoughts and then share them with people, either privately or publicly. Thus, people tend to use social networking in order to retain social relationship with others, Kelsey (2010 : 2).

*Facebook* is one of social networks that is mostly chosen by people to communicate. In *facebook*, people allow to write anything including their feelings, thoughts and conditions. Research conducted by GlobalWebIndex in 2014, the world's largest market study, showed that *Facebook* is still the most-interested social media in 2013. It proves that *facebook* is one of social media that is mostly used in recently year.

Communication among social networking users commonly happens in informal situation so people express themselves without thinking about the characteristic of good writing. They tend to use informal language to deliver a message from explicit to implicit meaning, Yus (1999:3). People imply another meaning from what they say and expect the hearer to know what they mean. Thus, users have to understand what speaker says by interpreting what is said and is implied.

On the other hand, the unexpected feedback can cause misunderstanding between speakers and hearers in conversation that could lead into blur conversation. Grice proposes his cooperative principle, as a rule of conversation, due to misunderstanding conversation. His cooperative principle consists of four maxims: *maxim of quality*; *maxim of quantity*; *maxim of relation*; *maxim of manner*, Levinson (1983: 101).

The reason why the researcher chose violation of maxims was because the researcher finds the same situations in facebook. People in facebook tend to disobey the maxim by violating it so the conversation in could go in a blur meaning.

The previous study related to Violation of Maxim has done by Irma (2013). In her research, she analyzed about violation of maxim in Facebook Conversation. She compared how male and female users fail to observe a maxim in their conversation on *facebook* and she found that male users commonly failed to observe the *maxim of relation* by giving irrelevant contribution (53.13%), while female users commonly failed to observe the *maxim of quantity* by giving more information (44%). Another research conducted by Fikri (2012). In his research, He found that the dominantly violated is maxim of quality.

Therefore, based on the explanation and reason, the researcher decided to conduct research on the use of utterances on *facebook* status. The explanation above makes the researcher curious to discover whether the phenomena of conversational maxims occur in *facebook*. The researcher is interest in conducting further analysis of Grice's under the title "*Violation of Maxim on facebook status of university students in North Sumatera*" There are two questions that should be answered in this study, namely What kinds of maxims are violated on the students' *facebook*? Why do university students have violation maxim in commenting status?

## REVIEW OF LITERATURE

### Definition of Pragmatics

Many experts of pragmatics define the term pragmatics differently. Yule (1993:3) classifies the meaning of pragmatics into four kinds as follows: (1) pragmatics is the study of speaker meaning, (2) pragmatics is the study of contextual meaning, (3) pragmatics is the study of more get communicated than is said, (4) pragmatics is the study of the expression of relative distance. Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader) (Yule, 1996:3).

## **Conversational Maxims**

The Cooperative Principles is four basic maxims of conversation that specify what the participants have to do in order to converse in maximally efficient, rational, cooperative way where they should speak sincerely, relevantly, orderly, informatively, and clearly, while providing sufficient information (Levinson 1983:102). Maxim is a principle that must be adhered to by the participants of interaction. The rule must be obeyed by the speaker in order to make the conversation fluently and clearly.

## **Violation of Maxim**

Violation of Maxim can be defined as a way to disobey maxim. The term 'violation' is used when the maxim are disobeyed unconsciously or unavoidably. For example, when people are telling lies for they are being interrogated for information they hide, they violate the maxim deliberately with an intention that their listeners still believe in what they said because they are trying to deceive or mislead the others to keep true information. There are some reasons why people violate the maxim, such as to keep a secret, to show respect, to change a topic that is being discussed, and to create humor (Cook 1989:31).

## **The Purpose of Violation of Maxim**

According to Cook (1989 : 31) there are five purposes that can be categorized as maxim violation, namely: to show respect, to create hyperbole and irony, to change a topic, to keep a secret, and to create humors.

### **a. To Show Respect**

In order to show respect, people use utterances that could violate the maxim of quantity.

Example : At the office.

Secretary : I'm sorry to bother you, Sir, but could you please sign this letter?

Based on the context, a secretary has to show her respect in speaking to her Boss and it is shown from her utterance. She adds more utterances, which is more

polite before She asks a sign. By using more utterances, the secretary is violating the maxim of quantity because she has to show her respect to her Boss.

b. To Create Hyperbole and Irony

In order to create hyperbole and irony, people use utterances that violate maxim of quality. In hyperbole, people exaggerate the real situation by using hyperbole expression which is obviously untrue. In Irony, people use utterances to be meant as the opposite of the real situation.

Examples :

1. George (talking to his girlfriend) : Bella, I can't live without you, please don't leave me. I beg you!

Logically, people can not live without food and water. But in here, the boy says that He can not live without his girlfriend. His utterances can be understood as a hyperbole which exaggerate the real meaning how important his girlfriend in his life.

2. In the middle of storm, someone said, "What a beautiful day for picnic!"

This utterance can be understood as an Irony because the storm, which is a sign of bad weather or heavy rain, has spoiled the plan about picnic.

c. To Change a Topic

In order to change a topic, people use an utterance that violate maxim of relation. For example:

Mom : How about your final exam, Sam?

Sam : Mom, where is Mark? I don't see him since I get home.

From the conversation above, Sam violate the maxim of relation by not responding to his Mom's question. He wants his Mom knows that he won't talk about exam, maybe he failed in that exam.

d. To Keep a Secret

In order to keep a secret, people use the utterance that violate maxim of manner. Secret must not be known by others, so people have to quietly talk about it or

people often use an unclear utterance, so others can't understand the topic which is being discussed.

e. To Create Humors

In order to create humor, people use some words or utterances that make people laugh. Those four maxims can be violated to create humors.

### **Types of Maxim**

Grice in Levinson (1983: 101) expresses four sets of conversational maxim that will lead the conversation runs well, they are :

1) Maxim of Quality

Try to make your contribution one that is true, specifically:

- a. Do not say what you believe to be false.
- b. Do not say that for which you lack adequate evidence.

These ideas run into three sets of problem; those are connected with the notion 'truth', those connected with the logic of belief, and those involved in the nature of 'adequate evidence'. In a conversation, each participant must say the truth, he will not say what he believes to be false, and will not say something that he has no adequate evidence.

A : Gwen, I'll meet you tomorrow at 6 p.m sharp. Don't be late, I won't waiting.

B : Hm, I shall be there as far as I know, and the meantime I have a work with my Dad if He is free. Bye-bye.

'As far as I know' in that statement means 'I can't be totally sure if this is true', so that if A meets and finds that B is not there, B is protected from accusations of lying by the fact that she did make it clear that she was uncertain.

2) Maxim of Quantity

- a. Make your contribution as informative as is required for the current purposes of the exchange.
- b. Do not make your contribution more informative than is required.

Grundy (2000: 74) states that maxim of quantity as one of the cooperative principles is concerned in giving the information as it is required and is not giving the information more than it is required. The speakers just say the information needed, it should not be less informative or more informative.

### 3) Maxim of Relation

“Make your contributions relevant”

Maxim of relation or maxim of relevance means the utterance must be relevant with the topic that being discussed. Cutting (2002:35) states that speakers are expected to give information about something that is relevant to what has been said before. Example :

Kelly : Mom, I got 3 on my English.

Mommy : You can be an excellent English teacher.

Mom’s answer proves that Mom gives answer relevantly toward Kelly’s statement.

### 4) Maxim of Manner

This maxim is related to the form of speech we use. Speaker should not to use the words they know but the listeners do not understand or say things. The speaker also should not state something in a long drawn out way if they could say it in a simple manner.

Diego : Do you watch football matches every Saturday night?

Shane : Talk show program is my favorite.

## METHODOLOGY

### Research Design

The study applied descriptive qualitative design which was used to describe the violation of Grice’s maxims on facebook status. The source of data was from fifty selected facebook status of 39 university students from 9 universities in North

Sumatera who actively updated their status in one full month of February. And the data were the utterances which have violation.

## RESULT

### The Data

The data were collected from the utterances on *facebook*, they are the status and the comments. The total of data were 243 utterances. The source of data was limited to fifty selected status of university students in North Sumatera and was taken in one full month of February.

### Research Finding

The Violation of Maxim on Facebook Status of University Students.

No.	Types of Maxims Violation	Frequency
1.	Quality	1
2.	Quantity	17
3.	Relation	24
4.	Manner	-
Total (N)		42

The table shows that there were 42 utterances which were violated on 50 selected status of university students. The first type of violation of maxim was Maxim of Quality. There was one utterance. The speaker violated it by saying something without an adequate evidence. The second type was Maxim of Quantity, the researcher found 17 utterances which were violated this maxim. The third type was Maxim of Relation. Among the four violation of maxims, this maxim of relation was the most dominant of all. The researcher found 24 utterances on facebook activity. The speakers violated this maxim by changing the topic or giving irrelevant answers. And the last type was Maxim of Manner. After analyzing the whole data, the researcher found no utterance were violated by the speakers.

Here were some examples of conversations which violated each maxim.

**a. Violation of Maxim quality**

Melda : **Analisis Faktor Penyebab Permukiman Kumuh Kota Pematang Siantar #fighting (status)**

Jayco : mudah2an siantar gak kumuh lagi yaa.. setelah diketahui faktornya. (comment)

Melda : wkwk, sialan.. namanya kota pasti ada permukiman kumuhnya. Bukan berarti siantar kumuh masbro. (comment)

Jayco : *kayaknya bukan hanya permukimannya aja yang kumuh tapi sebagian besar manusia nya uda pada kumuh.. wkwkkw.. (comment)*

Melda : bah gawwwat ni org. Ntar dimassakan anak siantar baru tau (comment)

In the dialogues above, we focussed on the italic utterance. Jayco said, “*I guess it is not just the slum but also the people.*” This utterance explained that Jayco has violated the maxim of quality. He uttered an answer which was lack an adequate evidence. It was proved by the word “I guess”. It meant Jayco was really unsure whetherthe people in his utterance were slum or not.

**b. Violation of Maxim Quantity**

The speaker violated the maxim of quantity by giving less information than it was needed.

Ayu PH : **judulnya malam ini bosan. (status)**

Ribka : knp? (comment)

Ayu PH : *bosan aja rasanya rib.(comment)*

The italic sentence showed the violation of maxim quantity because Ayu did not give the reason why she felt bored. She gave less information which was dealing with violation of maxim quantity.

**c. Violation of Maxim Relation**

The speaker violated the maxim of relation by giving the irrelevant response with the topic talked about.

Matthew : **hah? Casting ? lebih nyaman di balik layar sih. (status)**

Rahma : *kau tadi kok nggak ikut? Padahal aku lagi pengen kali lihat kau disitu. (comment)*

In this example, Matthew said that he is more comfortable in the back stage. It did not matter until Rahma commented the status. She gave an irrelevant response to Matthew's status by saying "*why didn't you come? Really want to see you there*". The answer explained that she does not obey the maxim of relation.

### **The Purpose of Violation of Maxim**

The researcher found three reasons why people violate the maxims, namely to show respect, change a topic, and create the humor

To show respect

**Riandi : kalo ada sumur di ladang, bolehlah kita menumpang mandi, Kapan aku akan di Sidang, Udah nggak tahan sama Skripsi.**  
Dewangga Triyoga : *Ud siap sekripsimu ndi?*  
Riandi : *Belum pade, nih masih baru mulai ngerjain.*

From the conversation above, Andi violated the maxim of quantity because Andi gave more information than was required. In the other hand, Andi also showed his respect to the one who commented his status. It was known because Andi tried to state his politeness by saying more information.

To change a topic

Ayu PH : **kesel liat orang pas minta bagi pin samaku. Pin apaan?? Pin yang tempel diatas?? Pin trus yang diminta. Hati ku kek, hahahaha.**  
Dewi : *Cocok kurasa..*  
Ivo Andreas : *maunya pin atm aja sekalian tadi, hadehh..*  
Ayu PH : *@Dewi : gimana donlotanmu tadi? Dptnya?* Ivo : *atm lagi??*  
Isshhh

From the conversation above, it can be seen that the conversation do not relate to the status. Ayu said that she felt annoyed when people asked her pin and she added why people did not ask for her heart. Then, one of the participant agree with her status, she replied by saying "I could't agree more." Then, Ayu violated the maxim by changing the first topic they talked about.

To create humor

In order to create humor, people tend to use some words or utterances that make people laugh. The explanation can be seen in the following examples.

Ayu PH : **intinya harus makan makanan yg sehat.**

Ivo Andreas : jadi selama ini makannya cemana? *Kenlap gitu? wkwkwk, piiss..*

Ayu PH : *iss ivooo.. mkannya ngasal.* Gk mikir sehatnya, tapi enak nya.

Ivo Andreas : *hahha, jadi kenlap enak gitu?*

Ayu PH stated that the point is having healthy food and Ivo Andreas violated by his comment saying so how was your feeding? Napkin, is it? As we knew before, cloth could not be eaten. But in conversation above, Ivo used that word as a term to make people laughed.

## CONCLUSIONS

Having analyzed the data based on the theories, it is concluded that there were three types of maxims violated on facebook status of university students, they are maxim of quality (1), quantity (17), and relation (24) as the most dominant of all. And there were three reasons why university students on facebook did violation, namely to show respect, change a topic, and create humor.

## SUGGESTIONS

Grounded on the results of analysis, this study is intended to suggest that this research can be used as one of references to enhance the knowledge about violation of maxim and Facebook users should understand or realize the function of cooperative principle so they can avoid misunderstanding in the conversation, especially in social media *facebook*.

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