VIOLATION MAXIMS IN AWAS ADA SULE SITUATION COMEDY

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ABSTRACT

The objectives of this research were to discover the types of violation maxims, the most dominant violation maxim, and to explain the causes of the most dominant violation maxim in Awas Ada Sule situation comedy. The source of data was situation comedy and taken from internet. The data were the scripts in Awas Ada Sule situation comedy. There were 50 violation maxims in this research. The descriptive qualitative design was used to analyze the data. The results of the analysis showed that all types of maxim were violated: 33 utterances violation maxim of quantity (66%), 7 utterances violation maxim of quality (14%), 7 utterances violation maxim of relation (14%), and 3 utterances violation maxim of manner (6%). The most dominant type of violation maxims was the violation maxim of quantity because the main characters said something without giving enough information or even providing it too much by adding something unimportant to say which was aimed at creating humor, entertaining.

Key words: pragmatic, violation maxims, sitcom.
INTRODUCTION

A human cannot be separated from the language and communications. The relationship of language and communication are included in the area of Pragmatics. Pragmatics is concerned with the study of meaning as communicated by the speaker and interpreted by a listener (Yule, 2003:3). It requires a consideration of how speakers organize what they want to say and what the utterances might mean by the speakers.

Pragmatics also has various sub-studies, one of them is Cooperative Principle. Grice (1975) as a philosopher of linguistics developed a model called as Cooperative Principles which human being follows to ensure successful communication. These principles can make the conversation work effectively and run smoothly. The people actually have followed this principle unconsciously in their daily life conversation. But in fact, there are many people who disobey this principle. This is called as the violation of maxim. There are four violation of maxims: (1) violation of maxim of quantity, (2) violation of maxim of quality, (3) violation of maxim of relation and (4) violation of maxim of manner. This all violation maxim can be occurred for some reasons such as when someone wants to show respect, to change the topic/subject and also for humor purpose.

Sometimes people express their opinion and ideas with concise, humorous, dramatic, exaggerating and sarcastic method to achieve certain effects, thereby people could feel content and funny, and get enlightenment and meditation (Pan, 2012:20). Recently, humor cannot dismissed in social life. It occurs in daily conversation, in the movies, on television, in books, newspaper and magazines, on the radio to create humor. Humor is a mode of communication which produces to entertain the hearer. For humor to work as a rapport-building device, speakers must be able to gauge when their remarks are less likely to be interpreted as having serious implications and more likely to be taken as a switch to a more playful with its own cooperation principle and set of maxims (Lampert and Susan, 2006: 53). It means that humor can violate based on each type of violation of maxim, such as lying, irrelevant, or run out from the topic.

The violation may exist not only in ordinary conversation but also in the situation comedy (sitcom) conversation as in a television program. A situation comedy is one of television program which functions to entertain the audience. It is the media instrument for human being and it is the one of the mass media orally delivered. It used
the scripts to present the story by the characters as well. *Awas Ada Sule* is one of the famous television program in Indonesia and it is a situation comedy. The characters should not make their contributions more or less informative than they are required, do not relate to each other as a usual conversation and use code or another word to replace the word they mean, or even to make a humor/funny conversation for comedy purpose so that there is a great chance that he/she repeatedly violates the maxim. Concerning all the explanation above, the writer would like to analyze *Awas Ada Sule* situation comedy as the data source of this research.

The research question of the presents study are what types of violation of maxims are used in episodes *Awas Ada Sule* situation comedy, what is the most dominant type of violation of maxims used in episodes *Awas Ada Sule* situation comedy, and what are the causes of the dominant type of violation of maxims used in episodes *Awas Ada Sule* situation comedy.

**VIOLATION OF MAXIM**

People sometimes cannot fullfill the Cooperative Principle and they seem to disobey them. Violation is the condition where the speakers do not purposefully fulfil certain maxim. Grice (1975) says that the sense of humor achieved by violating the maxims of the cooperative principle deliberately. That is to say if humor happens in conversation, it is often in relation to the violation of the conversational cooperative principle from some point of view. The violation of cooperative principle and accompanied four maxims is not only intent to terminate the conversation, but also brings comedy effect sometimes. Humor actually can be derived from the deliberate violation maxims.

*Types of Violation of Maxim*

According to Grice (1975) violation of maxim divides into four conversational maxims as the following: Violation of Maxim of Quantity, Violation of Maxim of Quality, Violation of Maxim of Relation, and Violation of Maxim of Manner. Those four types will explain as follows:

1. Violation of Maxim of Quantity
Violation of maxim of quantity is when people in conversations offer more or less information than is required, which thus creates humorous effects. Tupan & Natalia (2008:68) state that if the speaker violates the maxim of quantity, they do not give the hearer enough information to know what is being talked about, because they do not want the hearer to know the full picture.

2. Violation of Maxim of Quality

This violation means people in conversations may offer false information or offer information with not enough evidence purposely, which thus creates humorous effects. They should not say what they believe to be false. Neither should they say that for which they lack adequate evidence (Rini, 2010:43).

3. Violation of Maxim of Relation

Violation of maxim of relation occurs when the speaker says the irrelevant comments. Maxim of relation is violated to signal embarrassment or to change the subject. The speaker’s contribution is not connected to the topic in the conversation. Besides, the violation of maxim of relation is done to make relax conversation and humor (Rochmawati, 2012:113).

4. Violation of Maxim of Manner

When someone speaks in vague or obtuse, the violation of maxim of manner has been occurred. The maxim of manner can also be violated in doing the ambiguity (Rochmawati, 2012:115)

**METHODOLOGY**

This research was conducted by applying descriptive qualitative design. According to Jackson (2009), descriptive research methods are pretty much as they sound-they describe the situation. It was a descriptive because this research was done by answering the problem based on the data or source of data. Moreover, it was considered as a qualitative because the data were collected in the form of words.
The data of this study were the scripts in *Awas Ada Sule* situation comedy. The data in this study were the utterances in three episodes of *Awas Ada Sule* situation comedy: Episode Obat Ketawa, Jodoh untuk Makmur, and Motor Baru untuk Sule.

The data of this study were downloading, watching, transcribing, identifying and analyzing by categorizing the types of violation of maxim, counting the dominant types, and explanation about the findings.

**RESULT AND DISCUSSION**

The data were the scripts *Awas Ada Sule* situation comedy below which analyzed by violating cooperative principles of conversation in detail. This research discovered that all types of maxims were violated and they were shown in percentage in the following table.

The Percentage Overview of Violation Maxims in *Awas Ada Sule* Situation Comedy.

<table>
<thead>
<tr>
<th>NO.</th>
<th>Types of Violation Maxims</th>
<th>Frequency</th>
<th>( X = \frac{F}{N} \times 100% )</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Quantity</td>
<td>33</td>
<td>66%</td>
</tr>
<tr>
<td>2.</td>
<td>Quality</td>
<td>7</td>
<td>14%</td>
</tr>
<tr>
<td>3.</td>
<td>Relation</td>
<td>7</td>
<td>14%</td>
</tr>
<tr>
<td>4.</td>
<td>Manner</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong></td>
<td><strong>50</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Table A shows that there were 50 utterances violation of maxim which were used in *Awas Ada Sule* situation comedy. Those were 33 utterances (66%) violation of maxim of quantity. Within the four violation of maxims, violation of maxim of quantity was the most dominant in scripts *Awas Ada Sule* situation comedy. Maxim of quantity makes the speakers always to provide the suitable amount of information. Intentionally, the characters in *Awas Ada Sule* situation comedy gave too much or too little information than was required in order to evoke humor. And it violated the maxim of quantity.

Then, those were 7 utterances (14%) violation of maxim of quality and also 7 utterances (14%) violation of maxim of relation. It showed both violation maxims...
had same percentage and the second highest number. It happened because the main characters in *Awas Ada Sule* situation comedy violated the maxim of quality by saying something which is untrue or saying something for which he/she lacks sufficient evidence and also violated the maxim of relation by changing the topic and giving irrelevant answer.

The last, those were 3 utterances (6%) violation of maxim of manner. It showed that violation of maxim of manner was the lowest number in scripts *Awas Ada Sule* situation comedy. The main characters seldom violated the maxim of manner because it tends to use ambiguous or violates the utterances that have obscurity. Here were some examples of dialogues which violated each maxim.

**Discussion**

*Violation of Maxim of Quantity*

The main characters in *Awas Ada Sule* situation comedy violated the maxim of quantity by say more than need and say less than they need, or give extra information before they go to the point. They did not give as informative as it was needed. It can be happened because the speaker may want to make a joke or humor.

Example (1) Setting : Home

Participants : Sule and bu Tiyo

Bu Tiyo: Humoris humoris. (sambil berjalan keluar dan kembali melihat tumpukan pakaian). Eh lagian kamu ngapain sih santai-santai gitu? Bukannya harus selesaikan setrikaan?

Sule : Ya istrahat tuan mami. Saya tuh capek. **Nah ini lihat setrikaan sampe segunung begini. Lagiankan tuan mami tahu yang ngerjain semua di sini siapa. Saya semuanya. Mulai dari setrikaan, nyuci baju, nyapu, taman, nguras kolam renang, naik genteng, sampe-sampe nganterin tuan mami.**

In this example, Sule has violated the maxim of quantity because he talked too much than needed. When Sule said that **Nah ini lihat setrikaan sampe segunung begini. Lagiankan tuan mami tahu**, it violated the maxim of quantity by add
extra information in her utterances. The audience found it funny because Sule was evidently annoyed.

Violation of Maxim of Quality

The main characters in Awas Ada Sule situation comedy violated the maxim of quality by giving untrue information and lack adequate evidence which was done unconsciously to make a joke.

Example (1) Setting: housing complex
Participants: Sule and Astuti

Astuti: Paid job?
Sule: Maksud saya kerja tambahan. Paid job bahasa Inggris itu.

Sule has violated the maxim of quality in this conversation. If Sule say Maksud saya kerja tambahan. Side job bahasa Inggris itu, it will not violate maxim of quality. It was maxim of quality by say real information. But in this case, Astuti said side job?, then Sule gave explanation by saying Maksud saya kerja tambahan. Paid job bahasa Inggris itu. It violated the maxim of quality by give lack adequate evidence to make a joke or humor.

Violation Maxim of Relation

The main characters did not give the relevant to the topic of conversation or changed the topic in doing the violation of maxim of relation in Awas Ada Sule situation comedy because they might hide something or made fun or humor.

Example (1) Setting: home
Participants: bu Tiyo and Sule

Bu Tiyo: Kalian cari topeng monyet yah?

In this example, Sule has violated the maxim of relation by saying the irrelevant comment. In this situation, bu Tiyo asked him to find topeng monyet. Actually, Sule should answer yes or no. But he gave another respond by saying Hih. Serem bener. It showed that sule violated the maxim of relation by give the irrelevant respond to bu Tiyo. This violation of maxim of relation made sense humor.
Violation of Maxim of Manner

The main characters gave obscurity of expression and ambiguity information which were not easy to understand, not in orderly or the unclear information in doing the violation of maxim of manner in Awas Ada Sule situation comedy. This might happen because the speaker tried to trick the audience even though for making a joke or humor.

Example (1) Setting : home

Participants : bu Tiyo and Sule
Bu Tiyo : Kok bagus?

In this conversation, Sule’s utterance contained the violation of maxim of manner. Sule gave ambiguity answer. Of course it made bu Tiyo confused. Sule said that Ya kan berarti lemarinya bersih. Tugas sayakan bersih-bersih. Apa saja yang ada di lemari saya bersihkan. It could have two understanding. The first, the wardrobe was clean and the other, the wardrobe was clean without clothes. Thus Sule’s response certainly was a violation maxim of manner and this makes humor effect.

CONCLUSION AND SUGGESTION

Conclusion

Having collected and analyzing the data, some conclusions were given below: There were four types violation maxims in Awas Ada Sule situation comedy. There were 33 utterances (66%) violation of maxim of quantity, 7 utterances (14%) violation maxim of quality, 7 utterances (14%) violation of maxim of relation, and 3 utterances (6%) violation of maxim of manner.

Second, the results showed that the most dominant type of maxims which was violated in Awas Ada Sule situation comedy was the violation of maxim of quantity.

The third, violation of maxim of quantity was the most dominant in scripts Awas Ada Sule situation comedy because the speaker gives too much or too little information than is required which was aimed at creating humor or entertaining.

Suggestion
Concerning with the conclusion, it is suggested to everyone who are talking or speaking especially in a formal situation should give complete, clear, true, and orderly information. Breaking the maxim or creating violation of maxim is dangerous, because it could trigger the wrong perception of the listener.

**REFERENCE**


