

CHAPTER I INTRODUCTION

This chapter provides an introduction of study which consists of background of research, research problems, objectives of the study, significance of the study, scope of the study and definition of the key terms.

A. Background of the Research

In every way, pragmatics cannot be separated from people's everyday life because living in a society is required to communicate mutually among them. The closer look of example can be taken from when we are conversing with other people. In conversing, it not only engages reciprocally equal turn of both interlocutors but also gives a meaningful response. In other words, it is not just a matter of asking and answering but the understanding of the beyond meaning of utterances is also required lest the misunderstanding occurs. Simply put, it is very important to carry out a research related to Grice's maxims because by doing so, we can learn how to communicate with others effectively.

Sometimes, speakers mean much more than the words say or the meaning can be contradictory from the words conveyed. When interlocutors do not have such percipience of pragmatics, and take for grant it that a conversation is as a mundane question and answer, it can be imagined what kind of communication will lead to. The intended meaning cannot be achieved by the hearers. In other words, the mistakes in understanding the meaning of utterances from interlocutors will deviate the trajectory of communication goal, which is to create a meaningful conversation. In addition, language responses will depend on the context and circumstance. For instance, the way you address older people and your close friend are different. To address older people, we use polite words to show our respect. On the other hand, to communicate with close friends, we communicate with them casually because, in the term of power level we are equal. In the effort

to use language appropriately, pragmatics has a significant role. When pragmatics can be well administered, communicators have a chance to avoid miscommunication and by learning pragmatics, the communication competence should increase. Hence, pragmatics is needed in every aspect to fully achieve the communication goals.

Supposedly, when we are dealing with communication, particularly verbal communication it involves more than one person to make it happen. The communication can be done such as by engaging a conversation. Levinson defines a conversation as a kind of talk which involves two or more people to freely speak in turn that commonly takes place outside some institutional settings like religious services, law courts, classrooms, etc. (as cited in Hidayati, 2019: 52). In other words, there are many circumstances where people communicate with each other without any certain boundary of place restricting them, as long as both interlocutor's response to each other during such activity. Expectedly, the responses should be appropriate and well matched with the context of situation. That is why, a language is the core of communication. As it is a common knowledge, that language is a bridge between different cultures. Two people with different backgrounds and cultures are able to communicate and express what they want to convey by speaking the same language. Their understanding of the language context and use, even though encountering cultural distinctions, they can exhibit a well-constructed communication. In this matter, the utterers should know the context and situation to whom they are talking to in order to match the utterances with contexts in which they are appropriate. When language users are able to distinguish utterances, which are preferable and relevant on certain contexts, miscommunication is avoidable. So, it is expected that both the communicants are to cooperate with each other to make the process of delivering messages can be acquired effortlessly.

Therefore, for the sake of cooperation to create a smooth sailing communication, Grice proposes a notion called Cooperative Principle. He convinces that the flow of communication will run accordingly and

effectively if the principles involving four maxims are abided (Grice, 1975, as cited in Ayasreh et al., 2019: 52). Conversational maxims are four rules occurring during the conversation in which the speakers are assumed to make a contribution that is informative and not overly informative, the speakers do not believe what is to be false, is relevant, and clear, unambiguous, brief and orderly (Grice in Thomas, 2013). However, the reality tells different things regarding how the speakers and hearers convey and receive the intended messages. When those maxims are failed to be obeyed, the non-observance maxims appear. Speaking of which, speakers consciously or unconsciously tend to disobey the cooperative principles because to create effective communication, in some cases, they choose to violate, flout, infringe, opt out and suspend a maxim. One of the maxims which commonly occurs is flouting since the speakers cease to fulfill the maxim to urge the hearers to imply the concealed meaning or message behind the utterances, which is so called implicature (Levinson, 1983, as cited in Ibrahim, et.al., 2018: 82).” That is why, during conversing, hearers should be able to understand what speakers’ intents and cannot take all the words literally because there are some kinds of utterances that indirectly convey the speaker’s meaning. Thus, to comprehend how speakers flout the maxims will enable hearers to give appropriate response.

Undeniably, speakers subconsciously flout the maxims when conversing. It can be said that they are flouting the maxims, because there is a certain hidden layer of message that they want to convey to the hearers and it is hoped that they can imply the intended meaning from the speakers. One of the situations of flouting maxims can be found in debate. In debate, the way speakers communicate will be different than that of daily communication between friends. When communicating with someone you are familiar with, the diction used is not a long-winded speech as that of in debate. In debate, due to a concealed motive to obtain, the debaters’ choice of words contains a veiled message that is to influence society’s interest. In this research, it will bring about the first presidential debate between Joe Bidden and Donald

Trump in 2020 because those two used such a lengthened speech and indirect words just to beat their opponent or make a statement. Ayasreh and Razali (2018) states that political leaders flout the maxim to produce several meanings which may not always be understandable to all hearers in order to gain the support from masses. The debate between Joe Biden and Donald Trump is interesting to be analyzed because, after the winning of the elected president, the policy offered from their speech is going to be centered of attention. Indirectly, the policies can affect to the other countries when enacting a state policy. Besides, the rhetorical words used in debate in order to defend their own opinions or to gain public sympathy are added to be examined because politician is one of the actors that fail to observe the maxim because they cannot deliver information explicitly to gain support from masses. And the presidential debate between Joe Biden and Donald Trump are drenched with flouting maxims.

The disparity of the language used in debate and daily communication leads the writer to investigate the way those two candidates of US president flout the maxims to convey their covert intention to gain mass in the next presidential election and to distinguish the choice of words applied in debate and daily communication. It is because those two candidates of US president used long-winded speech to earn public's trust. In this study, it uses the utterances in debate between Joe Biden and Donald Trump as the data because their utterances in defending or attacking each other are full of hidden meanings. For non-native speakers especially, it needs a deep thinking to derive what exactly the debaters try to say because the choice of words used in debate and daily situation are quite distinctive.

Regarding flouting the maxims in debate, there are several studies that are needed to discuss. Firstly, Sunggu and Afriana, Ibrahim, et.al (2018) focused on analyzing flouting of maxims that were flouted by the characters in the *Se7en* movie script and the motivation of the characters flouted the maxims. They concluded that there are four flouting of maxims in the *Se7en* movie script. In line with Sunggu and Afriana, Hamani and Puluhulawa

(2019) focused on analyzing maxim flouting occurred in Kungfu Panda Movie. Based on the data analysis, it has been discovered that all the main characters all flouting all the types of maxims. The maxim of quantity flouting becomes the main type of maxim flouting which is performed by the main characters. They have tendency to flout this maxim to make the information given to the listener clearer. Similar study was conducted by Nurjanah, et al. (2020). They carried out a research which investigated the types of flouted maxims and the strategies to flout the maxims on the main characters of Avenger movie. The results showed that flouting of quantity is the highest occurrence and the most strategy used in flouting the maxims is overstatement. They inquire the flouting maxims and the reason why the characters flouted the maxims in Wonder Woman movie. The results of this research is that all the characters in Wonder Woman movie was flouted all of the maxims.

In conformity with the search of the preceding researches, this research is distinguishable and unique by exploring the other fields to unpack the phenomenon or issues discussed. The researcher believes that flouting maxims can cause the different perception which lead to such distortion and ambiguity to the hearers and there are hidden phenomena in the first presidential debate between Joe Biden and Donald Trump in 2020. Thus, the researcher carries out the research entitled The Analysis of Maxims in the First Presidential Debate between Joe Biden and Donald Trump 2020.

B. Identifications of the Problem

The first presidential debate between Joe Biden and Donald trump is truly a real eye-opener, how maxims are flouted. Both of them try to take down each other by throwing such heated words. They try to influence publics' opinions about their images and gain support from them by using implied meaning in their speech. Thus, it leads the writer to shed some light about the reasons why they distort the words and make them ambiguous, and

what are the hidden phenomena by flouting the maxims in their debate. The identification of problems can be drawn as follows;

1. What types of maxims are flouted in the first presidential between Joe Biden and Donald Trump in 2020?
2. What are the strategies used to flout the maxims in the first presidential debate between Joe Biden and Donald Trump in 2020?
3. How are the flouted maxims viewed from eclectic approach of analysis in the first presidential debate between Joe Biden and Donald Trump in 2020?
4. How is the discourse viewed from humanistic values in the first presidential debate between Joe Biden and Donald Trump in 2020?

C. Formulations of the Problem

Based on the background of the research presented in the previous part, the research questions that the writer would like to answer are;

1. What types of maxims are flouted in the first presidential between Joe Biden and Donald Trump in 2020?
2. What are the strategies used to flout the maxims in the first presidential debate between Joe Biden and Donald Trump in 2020?
3. How are the flouted maxims viewed from eclectic approach of analysis in the first presidential debate between Joe Biden and Donald Trump in 2020?

D. Limitation of Problem

This present study has several limitations to avoid generalization. In this present study, it investigates the utterances which have been flouted in the first presidential between Joe Biden and Donald Trump in 2020. Then, the utterances will be identified which types of the flouted maxims. To analyze the types, it utilizes the Gricean's theory of maxims. Meanwhile, to analyze the strategies used to flout the maxims, it employs the theory from Grundy

(2000). This study shed some light on how debate was viewed from eclectic approach

E. Objectives of the Study

Based on the research problems above, the objectives of the study are;

1. To reveal the types of flouted maxims in the first presidential debate between Joe Biden and Donald Trump in 2020.
2. To unearth the strategies used to flout the maxims in the first presidential debate between Joe Biden and Donald Trump in 2020.
3. To unpack how the eclectic approach view the flouting maxims in the first presidential debate between Joe Biden and Donald Trump in 2020.

F. Significances of the Study

The significances of study can be seen from theoretical and practical view as follow:

1. Theoretically, this research will be beneficial to those who are interested in Cooperative principle especially flouting the maxims. It can be used as one of the references to expand one's knowledge in this field.
2. Practically, the flouting of maxims can occur in daily communication. Thus, it can be significant to build meaningful and truthful communication as well as minimize the ambiguity.