

**FLOUTING MAXIMS ON SOCIAL MEDIA INSTAGRAM:
FOLLOWERS' COMMENTS OF DONALD TRUMP'S
CAPTIONS**

THESIS ARTICLE



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By:

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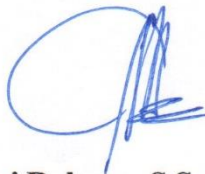
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FLOUTING MAXIMS ON SOCIAL MEDIA INSTAGRAM: FOLLOWERS' COMMENTS OF DONALD TRUMP'S CAPTIONS

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ABSTRACT

This research aims to find out the flouting maxims in Instagram followers' comments of Donald Trump's captions and to know the strategies to flout maxims in Instagram followers' comments of Donald Trump's captions. The researcher used descriptive qualitative method. The data were Instagram followers' comments of Donald Trump's captions which the numbers were 450 data. There were three captions of politics consisted of trade, agreement, and, war issues. Each caption was taken 150 critical comment first based on the considerations. The researcher collected the data used document analysis technique. The instrument was field notes that used to collect and analyze the data. The researcher used Miles and Huberman theory consisted of data reduction, data presentation, and verification. The researcher found the comparison of following maxims (10,2%) and flouting maxims (89,8%). All types of flouting maxims found in this research consisted of flouting maxim of quality (5,1%), quantity (21%), relation (23,8%), and manner (39,9%). The highest of appearance type was manner. It can be seen that the followers like to give ambiguity information to other people. The researcher found 46 data of following maxims and 404 data of flouting maxims which the most of followers come from United States of America. The researcher also found all types of the strategies consisted of tautology (3,6%), metaphor (3,7%), overstatement (18,7%), understatement (61,6%), rhetorical question (7,5%), and irony (4,9%). The highest of appearance type was understatement strategy. The followers preferred to give little information to others.

Keywords: Cooperative Principles, Flouting Maxims, Strategy, Followers' Comments

INTRODUCTION

In daily life, people use communication to share their ideas, critics, suggestions, information, and others. The purpose is other people can understand the meaning of people said. Talking about communication, it is not only the way people can tell others but also the meaning and purpose of the utterance consist of communication qualities. There is a principle from H.P Grice that explained of Cooperative principles or maxims. The Gricean principles or maxims apply variably to different contexts of language use and in variable degrees rather than in an all-or-nothing way (Thakur, 2016). It becomes the way of people to understand the context of sentences. The cooperative principle entails that language users in interactions obey four maxims. They are known in the field as quality, quantity, relation, and manner (Sadi & First, 2020). These maxims are believed to make good communication.

There are some problems with people's communication. It seen from not all people can send information clearly with the meaning and some people also cannot take the meaning and purpose of it. They feel confused even though it caused bad sense between each other. It makes misunderstandings between people. However people understand the principle, but sometimes they still speak based on their selves. It means, they speak with their own purpose and hope other people understand the meaning.

Dealing with the problems above, it seen that people cannot follow the Cooperative principles or maxims. Based on this case, flouting maxims happened because of human conversation. People speak without Cooperative principle but they still enjoy the communication. According to Thomas (2013, p. 65), flouting happens if speaker blatantly fails to observe a maxim at the level of what is said, with the deliberate intention on generating implicature. It consists of flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner. The speaker assumes that the listener will be able to infer the implicit meanings of the speaker (Hariyani & Setyawan, 2020). Based on the theory, flouting maxim has the implicit meaning which can be understood by the listener. It is not only spoken case, but also written case such as in social media. Social media is an innovative idea with a very brilliant opportunity with additional scope for advancement (Akram & Kumar, 2017). So many social media are used by the people such as *Facebook*, *Instagram*, *WhatsApp*, and many others. The most influenced social media is Instagram because of many people use it and when they do something, they post to the Instagram. Usually people use this media to share ideas, photos, videos, or critics.

Through the theory of flouting maxims, there are strategies used by the people. As theory of Grundy (2000; 76-77) as cited in Naifulah (2008), the strategy is tautology, metaphor, overstatements, rhetorical question, and irony. Not all people use same strategies here like the followers' comments on social media Instagram. This study takes the followers' comments of Donald Trump's captions. Donald Trump is the public figure and native English speaker. He is controversial figure because not all his policies are accepted by the others people. It gets many responses from others, not only in positive side but also in negative side.

The researcher found other research of *Jurnal Ilmu Budaya Vol. 3, No. 3, Juli 2019 e-ISSN 2549-7715 Hal: 384-392* which the title is *An Analysis of Flouting of Maxims*

Done By Main Characters in La La Land Movie by Mery Wahyuni, M. Bahri Arifin, Indah Sari Lubis, English Literature Department, Faculty of Cultural Sciences Mulawarman University. The purpose of the research above is to analyze the flouting maxims by the main character in La La Land movie. The researcher found flouting maxims in the movie. The similarity between the research above and this research is the topic of flouting maxims. And the difference is the problem or research question. The research above made the problem of types of flouting maxims and an implicit meaning main character in La La Land movie. At the same time, this research consists of two problem statements, which are how the flouting maxims and the strategy used by the followers of Donald Trump's caption on social media Instagram.

This research aims to find out the flouting maxims in Instagram followers' comments of Donald Trump's captions and to know the strategies to flout maxims in Instagram followers' comments of Donald Trump's captions.

RESEARCH METHOD

This research used descriptive qualitative method. The researcher only focuses on followers' comments of Donald Trump's captions on social media Instagram. For taking the data, the researcher limited the topic as hot issue of Trump's politics. The researcher uses three captions of trade, agreement, and war issues as the sample of data. The numbers of data are 450, and it is limited by time. Each caption is taken of 150 data as the critical comments first. These comments were chosen based on some consideration such as the comments were presented in the English language, in the form of word, phrase, clause, sentence, and paragraph. Then, the researcher has not taken comments of image, emoticon, or other symbols. Belongs to this research, the researcher used document analysis as the data collecting technique. It was because of the data in form of followers' comments from instagram. The researcher used field notes as the instrument to collect and analyze the data. To analyze the data, the researcher used Miles and Huberman theory consisted of data reduction, data presentation, and verification.

RESULT

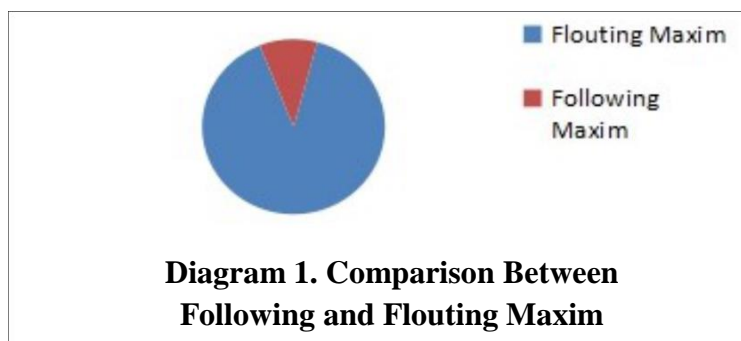
The Flouting Maxims in Instagram Followers' Comments of Donald Trump's Captions

Based on the analyzing data, the researcher found result of following and flouting maxims which presented table 1.

Table 1. The flouting maxims in Instagram followers' comments of Donald Trump's captions

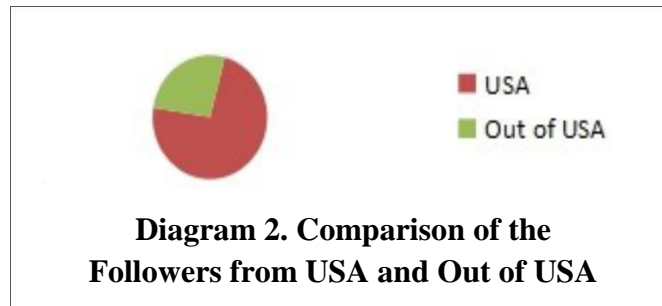
Categories	Parts	Total	Percentage
Follow the Maxims	Quality	18	4%
	Quantity	4	0,9%
	Relation	16	3,5%
	Manner	8	1,8%
Flouting Maxims	Quality	23	5,1%
	Quantity	93	21%
	Relation	107	23,8%
	Manner	181	39,9%

Seen from table 1, each type of following and flouting maxim happen on Instagram followers' comment of Donald Trump's caption. There are different results between the following and flouting maxim. The total data are 450, which consists of **46 data (10,2%) following maxim** and **404 data (89,8%) flouting maxim**. In the followers' comments on Instagram, there was a comparison between following and flouting maxim would be presented in the diagram below.



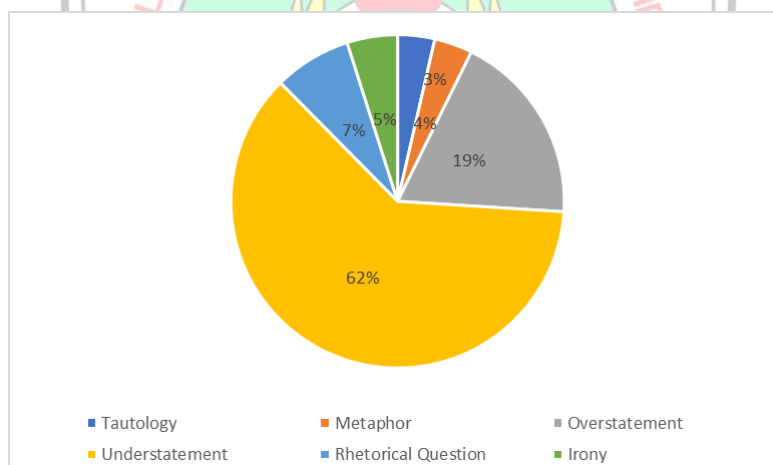
In this section of the flouting maxim, the follower comes from the different places. The researcher got the information of followers' origin places from the identity in the

Instagram account. It is known from the pictures posting of the followers. Most of them come from the United States of America (USA). Seen from the data, the researcher found **296 followers from the USA (73,3%)** and **108 followers from out of USA (26,7%)** such as India, the Philippine, Indonesia, Germany, and others. The comparison can be seen in the diagram below.



The Strategies to Flout Maxims in Instagram Followers' Comments of Donald Trump's Captions

Based on the result of analyzing data, the researcher found all types of the strategies to flout maxims that presented in diagram below:



The researcher found all types of strategy in this research. The type of strategy that appear most frequently was understatement strategy with the portion of **249 data**. The followers preferred to give little information to the readers. The type of strategy that less frequently appear was tautology strategy with the portion of **14 data**.

DISCUSSION

Types of Flouting Maxim in Instagram Followers' Comment of Donald Trump's Captions

Flouting Maxim of Quality

Flouting maxim of quality happened when the speaker or writer tells with no evidence. It is different from the fact. There was comment belong to flouting maxim of quality as presented below:

Caption:

Better trade deals are putting America back in the driver's seat. Congress approved President Trump's USMCA. (Posted on January 1, 2020)

Comment:

Unk_skip: fake news

(62/C1/FL/QL/U)

Seen from Grice principles, it has no evidence or different from the fact. The caption says about American achievement of the trade, but the follower tells it is fake news. It means news in the caption is not valid. It possible the follower wants to give a negative perception to the reader. The follower makes perception different from the fact. Deal with the Cooperative principles, it flouts the maxim of quality. In this comment, the follower comes from the United States of America.

Flouting Maxim of Quantity

It happens when the speaker or writer gives too much or little information. Therefore, the information cannot be effective. The researcher presented an example below:

Caption:

Better trade deals are putting America back in the driver's seat. Congress approved President Trump's USMCA. (Posted on January 1, 2020)

Comment:

Cristinaalvares.7.60gmail.com_: great

(88/C1/FL/QN/U)

The meaning of great cannot give clear information because this comment is still lack of information. It gives little information to the reader. The possible sense, the follower says great to the achievement of trade. The researcher assumes if the comment is suitable for the caption. When Trump says about trade's achievement, the follower says great. But it

cannot fulfill the regulation of communication based on the Cooperative Principle. Here, the follower comes from the United States of America.

Flouting Maxim of Relation

Flouting maxim of relation happens when the speaker or writer does not give responses the same as the topic before. It means they change the subject. The researcher gives an example in this following data.

Caption:

As long as I am president, the government will never micromanage farmers! (Posted on January 20, 2020)

Comment:

Magababe: HELP VIRGINIA WITH THE GUN GRABBING COMMUNISTS!!!!

(177/C2/FL/RL/U)

The follower comes from the United States of America. The follower comments with a different topic to the caption. It makes this comment flouts the maxim of relation. The follower asks Trump to help Virginia. The possible sense in it can be understood if Virginia is in not good condition. Therefore the follower asks Trump to do some things for Virginia become safe. It does not have a relationship because the president tells about the farmers.

Flouting Maxim of Manner

It happens when the speaker or writer cannot give precise information to others which make ambiguity and obscure information. The meaning of the utterance cannot be orderly. The researcher presented the example below:

Caption:

To keep the America Safe, we have fully rebuilt. The U.S. Military-it is now stronger, more powerful, and more lethal than ever before. Thanks to the courage American Heroes, the ISIS Caliphate has been DESTROYED & its founder & leader-the animal known as al-Baghdadi-is DEAD! (Posted on January 31, 2020)

Comment:

Avisepehr: Riddim root

(346/C3/FL/MN/U)

The follower comes from Iran. In this comment, the information is ambiguity. The meaning of the underlined word above is not usually the root of a tree or other plants.

Here, there is a philosophic meaning of the root. It can be understood as a primary or foundation in the organization. Because of the unclear information, this comment flouts the maxim of manner.

The researcher found that many followers flout the maxim. All types of flouting maxim appear in this data. It can be seen if the followers comment on the caption of Donald Trump in a different way, expression, meaning, and purpose.

Strategies to Flout Maxim in Instagram Followers' Comments of Donald Trump's Captions.

Tautology

This strategy is used by the people when they tell something differently, whereas it has the same meaning. The people say a thing two ways. The example of this strategy can be seen as below:

Mrybada: lies, lies, and more lies

(123/C1/FL/QL/T)

The example number 123 belongs to Tautology strategy. It means the follower says something two ways which has same meaning. The follower can say lies at once. Although this comment uses the word "lies" many times, the meaning is the same. It is just giving stress to the reader. Here the follower says a thing many times although the same purpose. The readers can get meaning if lies are the actions different from the fact. It is not an honest action. It cannot be effective communication.

Metaphor

This strategy is done when the speaker or writer indicates things with different literal meanings. Sometimes it assumes things same with person or character. The example of this strategy will be discussed as follow:

Mohamad_50005000: Trump is terrorist he was martyned by General Sulemaini I'll take your hard revenge

(292/C2/FL/QL/M)

The follower tells other people if Trump is a terrorist. Here the follower does not give the fact of the bad actions of Trump. Terrorist surely makes bad actions to make other people get disadvantages. It means there is only one party who gets a good result. In this

comment, the strategy uses metaphor because the follower compares Trump and terrorist. It can be seen in the character of Trump like a terrorist who has bad value.

Overstatement

This strategy is like hyperbole. When the speaker or writer tells something to the other people, he/she makes the utterance being great, as the following example.

Galinashnayder: best president ever! Trump 2020

(80/C1/FL/QN/O)

The strategy is included in overstatement because the follower says the best president ever, but she has not known the future president yet. As people know, the person has a negative side in this life. In this sense, the follower is like giving support and a proudly feeling to the president. It comes from the experience and result when Trump being a president. The follower comes from the United States of America.

Understatement

This strategy can be understood when the speaker or writer flouts maxim, he/she uses information just a little. It cannot be understood well by other people because it is not detailed information. The example can be seen below:

danyyyy_gonzalezzzz: First

(225/C2/FL/MN/U)

The example number 225 belongs to Understatement strategy. The information cannot give a precise meaning to the reader. Here the follower has to provide information on “first.” In communication, people can succeed when the meaning can be understood and accepted by other people. But in this comment, the follower cannot say clearly what the meaning of the comment. It possible the follower is like giving the first position of Trump.

Rhetorical Question

It is the next strategy of flouting maxim. The meaning of this strategy is when the speaker or writer gives a response with a question. So, he needs to answer this. The example belongs to this strategy as presented below:

Killerdashthezombie: Is my last post-fire or should I delete?

(4/C1/FL/RL/RQ)

The strategy is included in Rhetorical question because the follower comments with a question. The follower can give a response about the trade deal, not other topics. There is no relationship between the caption and the follower’s comment. The possible sense of it,

the follower only comments without basic reason. It means the follower only comments spontaneously. In this comment, the follower comes from the United States of America.

Irony

This strategy uses when people say different from the fact. It means the speaker or writer tells not suitable for real action. There is example of this strategy.

Unk_skip: fake news

(62/C1/FL/QL/I)

The strategy belongs to irony because it is opposite to the fact. The follower tells with not the same as the fact, whereas the caption says that the trade deals better in America. The follower does not believe in it. It possible the follower needs other evidence to believe this news. The other meaning, the follower also wants to make a bad sense of the president. It is because the follower does not like Trump.

When the followers flout maxim, they use different strategies. In this data, the researcher found all types of strategy to flout maxim used by the followers. It is done because the followers have their reason and purpose. The follower will feel comfortable, although the readers cannot get the understanding of meaning well.

CONCLUSION

The researcher found all types of flouting maxims like maxim of quality, quantity, relation, and manner. From the 450 data, the researcher found 404 data flouting maxims in all types the following maxims are 46 data. The type of the highest frequency of appearance is flouting maxim of manner which consists of 181 data. In this explanation, many followers like to make communication with ambiguous meaning. The followers do not want others people know the real meaning of the utterances and they can share an idea based on their ways. The lowest appearance type is quality which consists of 23 data. Based on the data above, the researcher found that flouting maxims done by most of people who live in United States of America (USA) rather than the people who live out of America. The comparison is too much. Same place of life influences flouting maxim. The researcher found all types of the strategies which are tautology, metaphor, overstatement, understatement, rhetorical question, and irony. The tendency of strategy or the highest appearance type in this research is an understatement.

SUGGESTION

The researcher hopes the readers to be more aware when faced flouting maxims because it happened every day. They can take implicit meaning based on the utterances. For the students, they can more understand and not assumed if flouting maxims are wrong because people have their own way in share information. And for the further researchers, the researcher hopes they can dssso research more than types and strategies to flout maxims.

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