FLOUTING AND IMPLEMENTING MAXIMS IN SARAH SECHAN TALK SHOW

Pengabaian dan Pemenuhan Maksim dalam Gelar Wicara Sarah Sechan

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Abstrak: Dalam menuturkan sebuah ujaran, peserta tutur dimaksudkan dapat berpartisipasi dan berkomunikasi secara efisien, rasional, dan kooperatif. Mereka harus berbicara dengan kebenaran, relevan, jelas, disertai dengan memberikan informasi yang tepat. Nyatanya, tidak ada yang benar-benar berbicara dengan memenuhi kriteria. Sehubungan dengan fenomena tersebut, penelitian ini dilakukan untuk mengetahui pemenuhan maksim dan pengabaian maksim yang paling dominan. Dalam berujar, beberapa orang tidak selalu ingin bekerja sama karena mereka memiliki tujuan tertentu. Tujuan dari pengabaian maksim juga dibahas dalam penelitian ini. Sarah Sechan dan Krisdayanti adalah subyek dari penelitian ini, sedangkan wawancara Sarah Sechan adalah sumber datanya. Teori prinsip kerja sama dan tindak tutur digunakan untuk menganalisis data. Maksim yang paling banyak diabaikan adalah maksim kuantitas dan cara, serta adanya pemenuhan maksim kualitas dalam tindak tutur asertif-memberitahu.

Kata Kunci: Prinsip kooperatif, pengabaian maksim, pemenuhan maksim, tindak tutur.

Abstract: In performing utterances, interlocutors were intended to participate and to converse in maximally efficient, rational, co-operative way. They should speak sincerely, relevantly, clearly, while providing sufficient information. However, no one actually speaks that way whole the time. Concerning that phenomena, this research was conducted to find out the fulfillment of maxim and most dominant flouting maxims. In performing utterances, some people did not always want to cooperate because they have certain purposes. The purposes of flouting the maxims were discussed in this research. Sarah Sechan and Krisdayanti were the subjects of this research, whereas Sarah Sechan talk show was the source of the data. The theory of cooperative principles and the speech act were used to analyze the data. The most flouting maxim was the quantity and manner maxims and the fulfillment of the quality maxim in the assertive-to-tell speech acts.

Key Words: Cooperative principles, flouting maxims, fulfilling maxims, speech act.

INTRODUCTION

In a communication, the speaker and the hearer should naturally and equally aware that rules are governing their actions in using the language and their interpretations towards what speakers say to the hearer. Grice (1975) stated that when we communicate, we assume, without realizing it, that we, and the people we are talking to, will be conversationally cooperative-we will cooperate to achieve mutual conversational ends. Cooperative Principle (CP) by Grice (1975) proposed that participants in a conversation obey a general 'Cooperative Principle' (CP), which was expected to be in force whenever a conversation unfolds: "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged." A conversation should fulfill the maxims of quality, quantity, relevance,

and manner.

The theory of Grice (1975) about the cooperative principle was used to classify the flouting and the fulfillment of the maxim. A speaker was considered as obeying the maxim when the speaker made his conversation contribution as expected; at the level of the conversation corresponding to the purpose of the agreed conversation, or by the direction of the conversation he was currently following. In this case the speaker will only provide information that was appropriate, true, correct, and unambiguous and there is relevance or connection between the speaker's conversation and hearer. Considered as obeying the maxim if the speaker makes their contribution as informative as required (for the current purposes of the exchange)-the maxim of quantity. Speaker makes contribution one that is true and—Do not say what you believe to be false or—Does not say that for which speaker lacks evidence—the maxim of quality. Speaker considered as obeying the relation maxim when s/he is relevant. Be perspicuous, avoid obscurity of expression, avoid ambiguity, be brief, and be orderly are criteria of fulfilling the manner maxim. If it is not, the speaker must have flouted the maxims. Thomas (2013, pp.65) stated that flouting happens if the speaker blatantly does not observe a maxim at the level of what is said, but the hearer can reach the meaning because of the implicature.

In short, these maxims specify what participants have to do in order to converse in maximally efficient, rational, co-operative way. They should speak sincerely, relevantly, clearly, while providing sufficient information. However, no one actually speaks that way whole the time. Sometimes, the conversation that happens among two persons does not occur the way it supposes to occur because what a person is saying does not simply imply the meaning of the utterances. As Asher & Lascarides (2013, pp.23) explained that a rhetorically cooperative move is a speech act one would expect from a speaker who fully cooperates with his interlocutor. Rhetorical cooperativity makes a speaker appear to be Gricean cooperative although he may not actually be so. Sometimes there is a lie, ambiguity, an irrelevant or uninformative conversation which creates confusion even misunderstanding among the participants. Grundy (2000) states that whenever a maxim is flouted there must be an implicature to save the utterance from simply appearing to be a faulty contribution to a conversation. The conversation that happens among two persons sometimes does not occur the way it supposes to occur because what a person saying does not simply imply the meaning of the utterances. What people say is more than words, in pragmatics, it is called as a conversational implicature. Horn, (2009:72) stated implicature as "we say less and mean more". As for implicating, it is a case of meaning something without saying it (Bach, 2005, pp.48).

In performing utterances, some people do not always want to cooperate because they have certain reasons such as to avoid unpleasant situations, to be polite, and to make jokes. Previous researches by Ayasreh, et al. (2019, pp.187) claimed some reasons for not observing the maxims are sometimes caused by misunderstanding by the listener, some people are incapable of speaking clearly because of nervousness, fright, have a stammer, anxious, do not know the culture or are not fluent or because someone wants to lie on purpose or other reasons. This phenomenon makes research on maxims interesting. Maxim flouting

was interesting since it can help people analyzing the meaning behind conversation. Some researchers were interested in conducting research about flouting maxims. Ho & Swan (2007) observed an online conversation and found that quality maxim was flouted, therefor its quality was the most important criterion for predicting direct responses to a posting. Andresen (2013) and Oktavia (2014), did this kind of flouting maxims research in a comedy series and a film and found that maxims of quantity were dominantly flouted. Andersen gave a further explanation that the flouting of quantity maxim was deliberately made by the speaker as the speaker wanted to entertain hearer by making a joke. While Oktavia showed that in a film, the flouting of quantity maxim was occurred to deliver expression, hiding the truth, avoiding bad things which might occur, and keeping the other feeling. Sobhani (2014) investigated the violation of cooperative principles and four maxims in Iranian Psychological consultation. Sobhani concluded that the recognition of conversational implicature is essential for the understanding of the non-cooperative attitudes of the speakers and their violation of one or more Cooperative Principle maxims. Moreover, it was clear that the message people intend to convey is not wholly contained within the words they use, but it is also dependent on how hearers interpreting the message taking into account context and implicated meaning. In 2017, Massanga did a research about the non-observance (fulfillment) of maxims by Tanzanian politician in an interview. From the finding, it is concluded that the non-observance includes flouting and opting out the maxims that were meant to persuade the viewers and gain social-political credibility, achieving politeness, imposing, and suppressing any face-threatening.

The realization of the cooperation principle takes two forms, namely the form of obeying the maxim of the cooperation and the form of flouting the maxim of the cooperation principle. The realization of the cooperation principle has various functions according to the context of its use. For example, the realization of the cooperation Principle in court hearings has a different function than the realization of the cooperation Principle in class or family interactions.

A conversation may take place in a natural circumstance in an informal occasion like in a market, in a garden between friends or between brothers and sisters. However, a conversation may also take place in a formal occasion like in an interview or talk show on television. A talk show, is one of the shows on television that can attract the attention of many people especially if the talk show involves famous people. The language delivered easily be noticed by many people or even imitated by many people. That is why the interviews in a talk show and the language that participants used, is interested to be discussed on the way they interact to share information by expressing opinions about something. The dialogues occur in a talk show between speaker and hearer come naturally and deliberately. It is not something that has been arranged (the topic to be discussed must be arranged but not the conversations' flow) like in a film where all the dialogue is based on a script prepared by a writer which it is sometimes not naturally comes from the speaker's (actor's) mind. It was arranged, and revised, until it ends to what a writer wants. In a talk show, the dialogue comes naturally as the questions are performed. When someone talks naturally, the possibility of flouting the maxims can naturally occur more often. One of the talk shows being observed in this research is Sarah Sechan talk show, which Sarah Sechan was the

interviewer, and Krisdayanti was the interviewee.

Based on research by Jumiartika (2013, pp.7), Sarah Sechan's talk show is a talk show that very much attracts the attention of audiences in Indonesia. Further, in 2018, KPI (Indonesian Broadcasting Commission: *Komisi Penyiaran Indonesia*), made a survey and found that Sarah Sechan talk show had reached 44.10% of viewers which is considered as a high rate of viewers. It was found that the Sarah Sechan talk show does not only present a sensation, but it also served both information and entertainment. Krisdayanti is a very famous singer, she is multitalented as well. Celebrities are influencers, they influence a wide range of people, young to old people. Viewers tend to imitate, moreover if people treat a celebrity as their big idol. It is reasonable if *Sarah Sechan* talk show (which is a famous talk show) and Krisdayanti (who is a famous singer) are chosen to be the subject of this research.

This article will inform the reader about maxim, both the fulfillment and the flouting. This research is proposed to be conducted to find out the dominant implementing (fulfilling) and flouting of maxims during the conversation between the participants, Sarah Sechan and Krisdayanti, in Sarah Sechan talk show. Krisdayanti, who is a celebrity, was being interviewed by Sarah Sechan. She might obey and flout the maxims for some purposes and reasons. The reasons for flouting the maxim is also displayed to make this researcher more comprehensive. Why speaker flouted and why obeyed? In what speech act was the utterance flouted or fulfilled? It was clear that this helps the reader to get enrich with information about why interlocutors flouting a maxim in a conversation. This research findings improved learners or researchers in understanding and apply it in a conversation with different circumstances. This can help people to be aware of the strategies that people in employ to manipulate language by playing upon words to mislead listeners, for example, a response to questions in ways that eventually mislead the listeners, this analysis will reveal how interlocutors, especially celebrity who is an influencer use vary of choices to produce particular of meaning by fulfilling or flouting maxims. This could be done by flouting the four conversation maxims - Maxim of quality, Maxim of quantity, Maxim of Relation, and Maxim of Manner (Senft, 2018). This study comes to identify which type of maxims is flouted by Krisdayanti and explain the reasons for the implicit meaning behind the flouting of the maxims by her during the interviews.

METHOD

This research was a qualitative descriptive research. This design was chosen because it was following the objectives of the study, which described the fulfillment and flout of cooperative principles in the *Sarah Sechan* talk show. The subject of the data was Sarah Sechan and Krisdayanti. The fulfillment and flout of maxims were the objects of the data. The source of the data was the interview of Sarah Sechan to Krisdayanti in *Sarah Sechan* talk show.

Sarah Sechan talk show was an Indonesian talk show that is directly hosted by Sarah Sechan on NET.TV. Each program presents a specific theme interspersed with jokes that will talk with guest stars and will discuss something that people might do not know about. This program will add interesting items and will involve viewers in the studio and at home. Packed in a relaxed, interesting, and humorous

atmosphere while still providing useful information for the community. This program aired since May 27th, 2013, exactly one day after the Grand Launching NET.TV. This program airs every Monday-Friday at 1:00 pm on NET.TV.

Krisdayanti is an Indonesian singer and artist. Starting from his winning at the Asia Good festival in Japan in 1992, the name Krisdayanti soared in the music industry. She later joined *Warner Music Indonesia* and released his first professional album titled *'Terserah''* (1995). Krisdayanti continued to break critical and commercial success in Indonesia through a series of albums released from the mid-1990s. Since the successful hit single *"Menghitung Hari"* in Malaysia in 1998, the name Krisdayanti also well-known in Southeast Asia. The success of her career was marked by the success of her first solo concert titled *"KD Concert"* in 2001 which led her to the title of Diva Pop Indonesia. Her many hit songs and frequent concerts make her the most expensive singer during the 2000s.

The data collected was a verbal data that contained conversations between Sarah Sechan and Krisdayanti in which there was the fulfillment and flout for the maxims. Documentation was the process of collecting, transcribing, selecting, storing data, or information. In accordance with the characteristics of the data, the method of documentation and observation with recording techniques was an appropriate data collection method used in this study. That was because the data from this study were in the form of talk show videos broadcast on television. The video was watched streamingly from *Youtube*; Sarah Sechan's interview video, titled "Krisdayanti Sarah Sechan" from https://www.youtube.com/watch?v=dT-BoRQv9o1k, published on November 10th, 2016, which discussed the recording of Krisdayanti's latest song in Los Angeles, an outstanding achievement that Indonesian should proud of because recording in abroad was not easy and not all Indonesian singers can get such opportunity. This reason made the researcher finally chose this video as the source to grab the data. The data was then listened, selected, classified, and then analyzed.

The researcher herself has the function of setting the focus of the study, selecting the data source, conducting data collection, conducting analysis data, interpret the data, and make conclusions on the findings. Based on the data collection methods presented earlier, the appropriate instruments to be used was laptop to stream the video, stationery, and observation sheets. There were things to do with the data: Firstly, the classification of the utterances was referred to Searle's classification on speech act. Searle (1979: pp.12-18) formulated five kinds of speech act which are (a) Assertives: They commit the speaker to something being the case. The different kinds are: suggesting, putting forward, swearing, boasting, and concluding. Example: "saya sudah berhubungan jarak jauh dengannya selama lima tahun" (I have been on a long-distance-relationship for five years with him). (b) Directives: They try to make the addressee perform an action. The different kinds are: asking, ordering, requesting, inviting, advising, and begging. Example: "Apa sih keinginan seorang krisdayanti yang belum terlaksana?" (What is the desire of Krisdayanti that has not been achieved yet?). (c) Commisives: They commit the speaker to doing something in the future. The different kinds are: promising, planning, vowing, betting, opposing. Example: "I'm going to Paris tomorrow". (d) Expressives: They express how the speaker feels about the situation. The different kinds are: thanking, apologizing, welcoming, deploring. Example: "saya menghargai semua tim yang membantu di belakangku (I do appreciate all the team who support behind me). (e) Declarations: They change the state of the world in an immediate way. Examples: "You are fired, I swear, I beg you". Secondly, the Gricerian theory was applied to analyze the data. After finding out the maxims flouted and fulfilled, then the researcher also investigated the purpose of flouting the maxims.

FINDING AND DISCUSSION

The findings were described below that contain the flouting of the maxim as well as the implementation/fulfillment of maxim.

The exposure was shown in the following data analysis:

Table 1
The description of Flouting Maxims

No	Flouting Maxims	Speech act	Tot.	Freq. (%)	The Purposes of Flouting Maxims
1	Flouting quantity maxim	Asrt-to tell	16	45.7	To give clearer information To dissimulate information To stress something To be polite
2	Flouting quality maxim	Asrt-TT, TR Dir-com	5	14.3	To make a joke To give clearer information
3	Flouting manner maxim	Asrt-to tell Dir-com	12	34.3	To be polite To give clearer information
4	Flouting relevance maxim	Asrt-TT	2	5.7	To make a joke
Total			35	100	

Tot. Total number of flouting maxims; Freq. Frequency; Dir= Directive; Asrt= Assertives; TT=To Tel; TR= To Report; com=Command

Krisdayanti (K) mostly flouted the quantity maxim when she performed an answer to a question (assertive-to tell). It was also found that at the time she flouted the quantity maxim, she flouted the manner maxim too. Someone was considered flouting quantity maxim if the speakers did not provide appropriate information and their contribution as informative as required (for the current purposes of the exchange). Someone was considered not fulfilling maxim of manner if someone was not brief and orderly. That revealed the reason that when Krisdayanti flouted the quantity maxim she at the same time flouted the maxim of manner too. When a speaker answered uninformative as required, it might not brief and order, as was found in the interview between Sarah Sechan and Krisdayanti. Flouting certain maxims was reasonably accepted as long as it was about the accuracy of the information. Imagine how the conversation could be, if Krisdayanti was fulfilling all the maxims whole the time answering questions like "how do you feel singing abroad?", "how do you finally make a recording in America?" or "tell me about the process that you finally record your song in America?" Complete information was needed to show that Krisdayanti experienced and understand the question and try to show that she did have the

knowledge about the topic they were talking. So, flouting maxims at some point were acceptable as long as interlocutors kept the conversation effective and still on the track (in the context of the topic being discussed). During the interview, Sarah Sechan had flouted the quality maxim to make a joke. Some purposes of flouting maxims were displayed on this explanation:

Flouting Maxim to Give Clear Information

This data was identified as flouting maxim and was flouted to give clearer information.

- 1. S: *Mau nanya, ini ukuran pinggang berapa sihh?* (I need to ask you something, what is your waist size?)
- 2. K: *Kalau sekarang jeans sih balik ke ukuran dulu.* (the size of my jeans is just the same to my previous size)
- 3. S: Sama, aku juga dulu habis ngelahirin juga segitu. Jadi berapa ukurannya? (We're just the same, once when I had given birth, I got back to my previous size too. So what is your size now?).
- 4. K: Aku tuh terbiasa gantung jeans, gak pernah, bukan gak pernah beli jeans, jadi jeans nya kalau bisa selalu beli di size yang sama dengan yang dulu. (I used to hang my jeans, I mean never, never never buy jeans, I try to always buy the same size).
- 5. S: *Berapa?* (What size?)
- 6. K: 25, 26, eh 26, 27 gitu. (25, 26, or 26, 27 around that size)

This conversation was at the opening section where Krisdayanti had just invited to come in-frame. Sarah had just deliberately asked the questions about Krisdayanti's waist size while they were sitting. There were six sequences of utterances built when Krisdayanti did not directly come to the answer about her size. She finally mentioned the size after previously she explained that her waist size was just the same before and after having a baby. The writer's assumption was produced by the information taken from the context and the situation during the interview. If the conversation was separated from its context, Krisdayanti was considered as fulfilling all the maxims when she directly answered as in utterance (6). But, if it was related to the context which accompanied those utterances, the situation would not be the same. The context showed that Krisdayanti did not directly answer the question. Sarah Sechan repeated the question two times, as she did not get the answer when the question about the size firstly occurred. The conclusion was that Krisdayanti did not answer directly to the point, not orderly. It meant that she flouted the manner maxim, at the same time she flouted quantity and relevance maxims. This data showed synthesized three conclusions: firstly, the flouting of maxims was not only formed in one unit of utterances but a sequence of utterances. Secondly, one utterance may flout some maxims at once. Thirdly, the reason for flouting the maxims was because she wanted to give clear information.

Flouting Maxims to Dissimulate information

This data displayed a flouting maxims when Sarah (S) asked Krisdayanti (K) about

whether Krisdayanti's husband came when K held a concert.

- 7. S: *Iya bener. Kemarin konser? Konser datang?* (Yes, I agree. how about the concert? Did he come?)
- 8. K: Kalau konser, konser itu nah juga, biasanya tamu-tamu suami ku itu datang nya juga di weekend. Itu, jadi, juga jangan terlalu maksain kalau gak bisa (About the concert, well, so, usually there are many guests to visit my husband on weekend. So, I ask him not to come if it's not possible for him to come)

The quantity and manner maxims were flouted to dissimulate the information. K could directly answer "yes, he comes" or "no, he doesn't come". K did not directly or explicitly imply the question. K's utterances implicated an interpretation that his husband did not come to her concert. Indirectly, K gave excuses about why her husband did not come to the concert. It was because her husband met some guests on the weekend.

Sarah continued her questions by stressing that whether K's husband was coming for a family ceremonial or not. As in this conversation below:

- 9. S: Tapi kalau acara keluarga, kayak Amora pake baju Hello Kitty di acara ulangtahun dan segala macamnya, kalau untuk acara keluarga pasti datang lah ya. (But, how about family ceremony, like Amora dressed in Hello Kitty on her birthday and something like that. If it is for a family ceremony your husband must have come, musn't he?)
- 10. K: Karena Amora sendiri juga pulang sekolahnya udah sore, jadi karena kemarin ulangtahun di hari Senin, yaudah deh jadi kita bikin di hari Sabtu, kebetulan juga sama Daddy nya pas waktunya. Lebih mix and match lah. (Since Amora always come home in the afternoon, because the birthday was on Monday, so we decided to held it on Saturday, adjusting the time with her father. So it's just mix and match the time)

Again, K obscured the information. She flouted the maxims to obscure the information. On the previous answers, K told that her husband was having many guests on weekend, on the next answer she implied that her daughter went home in the afternoon, that they celebrate her daughter's birthday on Saturday (weekend). It seemed that K did not want to blatantly tell whether her husband come or not. It was concluded that the flouting of quantity and manner maxims were used to dissimulate the information. It seemed that she was avoiding of imposing someone.

Flouting Maxims to Stress/emphasize a Point

This data showed the flout of quantity, manner, and relevance maxims. This was a question about who was there to take care of K, when she was at the lowest point in life.

11. S: Siapa yang selalu ada saat kamu sedih dan berada di titik terendah dalam hidup? (Who is always there when you are sad and are at the

lowest point in life?)

12. K: *Iya, berada di titik nol itu memang. Yah, saya semakin eee tahu ya, kalau kita bicara dengan Tuhan dalam bahasa kita, Tuhan itu pasti akan memberikan jawaban, karena semakin ke sini itu semua hidup kita semakin cash and carry, kita ngumpat kita bikin kesel "bego lo" yang ada besok kita yang bego (bodoh). Jadi aku berpikir untuk selalu hati-hati, karena ketika aku merasa sepi dan merasa, "Tuhan tolong anak saya dan di usia yang tidak muda saya bisa hamil, 38 39 aku bisa hamil (audience bertepuk tangan). (Yeah, being at the zero levels of life is, I mean, I eeer know, when we talk to God in our language, God must have answered, because our life is just becoming like 'cash and carry', as you curse other people "hey you, stupid" then in the next time we are stupid. So, I think carefully because when I feel so lonely and think "God help my children" and my age is no more young but still, I got pregnant, thirty-eight thirty-nine I was still pregnant) [audience applauded]*

K was not intending to give clear information about the person who was there for her. She wanted to stress the point about the *cash* and *carry* in life in K's point of view. K blatantly did not give the exact information about who was there for her, instead explaining about her feeling by giving example. In conversation codded with 7a, there are two flouting of maxims that occurred during the communication. It is flouting the maxim of quantity and it is also maxim of manner in which Krisdayanti did not briefly answer that it is God or someone who was always there for her. She told, affirmed, and explained her answer. As the conclusion in this section, Krisdayanti was also flouting the maxim of manner and relevance. This question was certainly on who became the one who always existed at the time Krisdayanti was at the lowest point in her life. The reason was that Krisdayanti did not tell directly, nor in good order. In sum, the flout of the maxims was intended to stress something.

Flouting Maxims to be Polite

Some data also explained that the flout maxims were occurred to show politeness. The conversation below was about a respond to a statement given by Sarah that Krisdayanti was a role model to other singer. Sarah proposed it in a question whether Krisdayanti realized that or not.

- 13. S: *Tapi dirimu sadar nggak, tapi dirimu itu ada patokannya? banyak sekali yang penyanyi-penyanyi solo yang patokannya bukan hanya dari imej ya tapi juga dari dandannya, you cannot do less than Krisdayanti.* (But do you realize that, you are a role model, there are so many solo singers who make you become their role model not only for the image but also for your appearance, you cannot do less than Krisdayanti)
- 14. K: Iya karena kan memang bisnis entertain kan memang sekolah nya dari panggung ke panggung, ya pengalaman itu yang membuat kita kaya. dan saya sangat menghargai, menghargai bukan hanya di tempat saya berdiri tapi orang-orang yang mendukung saya sampe// (Yeah, because the entertainment business, the learning is from the stage to the stage

that I performed, that was experience that makes us rich. and I really appreciate, appreciate not only where I stand but the people who support me until)

15. S: //Tim nya //The team

*symbol // means they talk at the same time.

16. K: He eh tim nya yang mendukung di belakang layar itu yang mesti diberikan penghargaan sehingga bekerja dengan tim yang solid orang akan memberikan apresiasi yang akan baik. (Yes exactly the team who support behind me who should be rewarded to work with a solid team of people will give a good appreciation.)

The question "do you realize that you are a role model?" was literally a "yes-no" question. K should have answered "yes she realized" or "no she doesn't", but implicitly containing something more than that. It was not merely a "yes-no" question. It was assumed that K got the question and understand that Sarah must have needed an explanation for that question. By her answer, it could be paraphrased that it was not by her capability that she became a role model. She showed her appreciation by telling that there were teams who made her become a role model. The explanation uttered by K to imply the question flouted the quantity manner, but was intended to be polite, as she stated that she appreciated her team.

Flouting Maxims to make a Joke

In this data, it was Sarah Sechan who flouted the maxim. Sarah Sechan (S) welcome Krisdayanti and immediately opened the conversation by expressing the similarity between Krisdayanti (K) and Sarah, based on Sarah's point of view.

- 17. S: Lihat kesamaannya ya. Namanya Kirsdayanti disingkat KD, nah aku Sarah Sechan disingkat SS. Sama ya? Singkatan-singkatan ya? (See the similarity, yes. Kirsdayanti's name abbreviated KD, well I am, Sarah Sechan abbreviated SS. It's just the same isn't it? Abbreviations, isn't it?).
- 18. K : [nodded]
- 19. S: *Usia, kita hampir sama* (age, we are in the same age)
- 20. K : *Tujuh lima* (seventy-five)
- 21. S: *Tujuh lima* (75)?
- 22. K: *Iya angkatan 75, emang kamu berapa? 74?* (Yes, the year we were born was 75. How about you? 74?)
- 23. S: Sekitar segitu. [penonton tertawa] Pinggang? Aku juga kalau pake baju kekgini pasti sama kelihatannya [Kirsdayanti pakai baju yang ketat, menonjolkan bentuk badan]. Cuma ini kan beda baju, aku pakai baju yang lose. Sebetulnya sama. (Around that year. [audience laughed] Waist? Me also if I am wearing clothes like this [pointed at Krisdayanti's dress] must be the same looks (Kirsdayanti wear a tight clothes, accentuate the shape of the body]. It's just a different clothes. I wear clothes that lose (loose). Actually, the same.)

Based on the speeches exposed earlier, Sarah Sechan flouted three maxims at the same time which was maxim of quality, maxim of quantity, and maxim of manner. The purpose of flouting the maxim was very clear that Sarah wanted to make a joke as she was indeed a comedian; it was proven that the audiences were laughing spontaneously when the utterances were spoken. Firstly, there was a flouting of maxim of quality, and the flouting occurred in the assertive speech act when Sarah Sechan told that they (Sarah and Krisdayanti) were having the same age; in fact, they were not (utterance number 3 "age, we are in the same age"). Sarah also said that they have the same size of waist and again it was not true because Sarah was a little bit fatter than Krisdayanti. Sarah made an excuse, that if only she was using a tight dress, her body would look like Krisdayanti's.

Table 2
The description of Implementing (Fulfilling) Maxims

No	Flouting Maxims	Speech act	Tot.	Freq. (%)
1	Maxim of Quality	Asrt-to tell Asrt-to inform	12	40.0
2	Maxim of relevance	Asrt-to tell Asrt-to report Dir-command	9	30.0
3	Maxim of Quantity	Dir-request Dir-command	5	16.7
4	Maxim of manner	Asrt-to tell Dir-request	4	13.3
Tota	al	30	100	

Dir= Directive: Asrt= Assertives

The data showed that the dominant fulfillment of maxims was the quality maxim in an assertive speech act. It was concluded that, when Krisdayanti flouted other quantity and manner maxims, she actually fulfilling the quality maxims. Quality maxim talked about telling something literally true and not to mislead the hearers because of the context of use in the utterances.

Utterance (24) from Krisdayanti's fulfilled the maxims, when Sarah asked her about doing sport at home.

- 24. S: Yanti ini gak terlalu suka olahraga yang rame yang banyak orang. Apa apa di rumah kan? Bener kan? (Yanti is not too fond of doing sports crowded with many people. You like doing everything at home right? Am I right?)
- 25. K: *Karena sebetulnya kalau bisa sihh sebisanya kegiatan dilakukan di rumah, kecuali ke Dokter gigi, itu selebihnya di rumah aja.* (Because you know, the truth is that I want to do everything at home if it is possible, except the dentist, the rest is at home)

In this conversation, it was found that there was a fulfillment maxim of quality and relevance. In the speech act of assertive on utterance (24), Krisdayanti

responded by giving a reason first and then concluded literally and explicitly that almost all activities should be done at home. The answer from Krisdayanti also showed the relevance to the question given by Sarah. It was just that Krisdayanti trying to provide the real information to possibly strengthen the answer about activities done at home including sports activities. It is concluded that the Krisdayanti's answer meet the maxim of quality.

The conversation when Sarah Sechan (S) asked about the type of sport that Krisdayanti did at home, also represented the fulfillment of the maxims.

- 26. S: Iya sih, kamu olahraga nya apa? Zumba?// (Yes, you're right, what kind of exercise you do? Zumba?
- 27. K: //Iya aku Zumba. Zumba itu udah cukup lama kirakira setahun yang lalu tuh aku udah pindah ke Miha. Miha itu [memperagakan gerakan serta menayangkan foto-foto]. (//Yes, Zumba. But it's been a year ago until I move to Miha. Miha is like this [doing a motion of Miha while showing some photos])

In this conversation Sarah asked about what kind of sport is taken by Krisdayanti, and Krisdayanti replied with "Yes, Zumba" this answer has fulfilled the quantity maxim, although after Krisdayanti give further information and inform that she was no longer do that sport.

As been explained in previous part above that Krisdayanti tried to give as true information as possible, she was also trying to provide information that she thought was right. The context of the utterances taken place was very important to help interpreting the maxims that she fulfilled. For example, when they talked about Zumba: there were pictures displayed to prove that she was giving a true answer. This made the utterance has fulfilled the maxim of quality. Since Krisdayanti gave a relevance answer to the question revealed, it fulfilled also the maxim of relevance. The manner that Krisdayanti did through her answer was that she gave orderly answer.

CONCLUSIONS

During the interview, the most flouting maxim was the *quantity* and *manner* maxims in the *assertive-to* tell speech act, and the fulfillment of the quality maxim was frequently occurring in the *assertive-to-tell* speech acts. The implicature or the purpose of flouting the quantity and manner maxim were (1) to make clear and qualified information, (2) to dissimulate the information, (3) to be polite, (4) to make a joke. The form of the source of data (which was an interview) has inevitably affected the speech acts produced by the speakers. The concept of an interview was there will be questions and answers. Questions regarding information about the interviewee invited. The interviewee will provide information as requested by the interviewer. So, we can be sure that interviewers will use more *directive* speech acts to ask questions and interviewees will use assertive speech acts to provide information or to report. From this, it followed that the context greatly influenced the utterances produced by the speakers.

The flouting and the fulfillment of the maxims did not occur in all sequences of utterances. When some maxims were flouted, at the same time, there must

be other maxims that were fulfilled. For example, when an utterance was considered as flouting the quantity and manner maxims, the speaker was fulfilling the quality and the relevance maxims. Most of the flouting of quantity and manner maxims occurred when Sarah was asking about some topics: the flouting of the maxims occurs when Sarah asked Krisdayanti about a topic related to her relationship with her husband, especially when it imposed her husband. It means that the flouted would have performed when they were talking about a private thing. Flouting the maxims have had occurred when the topic was about Krisdayanti's experience related to her carrier and her life. It was because Krisdayanti wanted to give clear information. Therefore, when they were talking about those topics, the flouted of quantity maxims have occurred, but the fulfillment of the quality maxim was performed.

The fulfillment of the maxims, especially the quality maxims, also occurred when they were talking about Krisdayanti's daily activities. Moreover, the fulfillment of all for maxims when Sarah asked Krisdayanti about the time or size of something. So, it was concluded that the conversation would have moved cooperatively and moved following the cooperative principle rules, only when (first) there was no tendency of imposing someone, (second) there was no threatening possibility to the interlocutors, and (three) there was no need to give a further explanation which was implicitly hidden on a question. In contrast, when the things were not as those that had been mentioned, the maxims would have been flouted.

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