

## CHAPTER I

### INTRODUCTION

This chapter presents the introduction of research that consists of five parts, which are the background of the research, statement of problems, research objectives, research significance, and definition of key terms.

#### 1.1 Research Background

Language and communication are vital aspects of human existence. Language is primarily a means of communication utilized by humans to transmit information. Communication is the exchange and negotiation of information between at least two individuals through the use of verbal and non-verbal symbols, oral and written or visual modes, and the production and comprehension process (Richards & Schmidt, 2014). Communication involves the transmission of messages from senders to recipients through various channels or media. Therefore, every instance of communication focuses on transmitting information from the sender to the recipient through a medium. Effective communication requires the receiver to give feedback to the source on the same channel.

In effective communication, a speaker expresses a statement to convey a message to the listener, who can then comprehend the transmitted information. Hence, speakers consistently strive to ensure that their discourse is relevant to the context, clear, and readily understandable. In pragmatics, Grice (1975) develops the cooperation principles theory and argues that the cooperative principle is a conversational guideline that directs speakers to engage in cooperative talks and employ language proficiently and economically. He identifies as guidelines the four fundamental maxims of conversation or general principles underlying the efficient cooperative use of language, which jointly express a general cooperative principle.

However, communication only sometimes goes well and smoothly. Sometimes people do not apply the principle of observance of the maxims, either intentionally or unintentionally. It is important in communication to assumed that speakers and listeners cooperate so that the message is clear and easily understood.

In certain situations, the response to a message may depend on the context or even tell a lie to improve communication efficiency. When a speaker knows that the hearer will not see the truth and will only understand the surface meaning of the words, they can be considered to have flouting a maxim. They unintentionally generate a misleading implicature (Thomas, 1995). Violating the maxim is unostentatiously and quietly deceiving. The speaker deliberately supplies insufficient information and says something insincere and irrelevant (Levinson, 1983). Therefore, violations or flouting of these maxims often occur for specific reasons or purposes. This discussion will further examine the types of non-observance maxim, including the reasons or purposes behind flouting and violating maxim.

The communication in the Formula 1 team radio messages further illustrates this. Formula One (F1) is widely regarded as the pinnacle of motorsports, attracting millions of fans worldwide. It is the most popular form of international motorsport (whose races are known as Grand Prix) for open-wheel single-seater formula racing cars licensed by the Fédération Internationale de l'Automobile (FIA). Team radio communication is a method of transmitting messages to drivers during a race. The race engineers communicate with drivers via a network and radio system around the track. Drivers can establish communication with their team by integrating a microphone and earpiece into their helmets. To activate the radio system, drivers press a designated button on the steering wheel. Every driver is assigned a specific race engineer as their primary point of contact during races (Smith, 2022).

Communication between drivers and race engineers consists of observing and not observing the maxims. This research applies Grice's theory to understand how a message can be conveyed clearly while flouting and violating the maxims of the cooperative principle. The information the race engineer sends to the driver is vital to their job because, in a race situation, the driver only has the steering wheel and the view ahead. Teams and drivers must communicate accurately and quickly, thus, effective communication is crucial in Formula 1 racing. Drivers and race engineers use the radio to provide directions, update conditions, and synchronize

race strategy. Efficient communication can influence the outcome of the race. According to Darus and Joharry (2023), team radios may challenge interpretation, comprehension, and the handling of ambiguity. It can result in misconceptions, miscommunication, and breakdowns in both direct and indirect communication (Yin & Kuo, 2013).

The topic about cooperative principles particularly non-observance maxims has been discussed by several researchers. The first study was conducted by Nurmawati (2024) entitled “Cooperative and Non-Cooperative Principles in Zach Sang Show Podcast: Episode Lay Zhang”. This research examines cooperative and non-cooperative principles between the speaker and the interlocutor in a podcast, specifically focusing on the Zach Sang Show Podcast: Episode Lay Zhang. Flouting maxim of quantity is the most common observation because Lay Zhang frequently provides excessive information to capture attention and enhance appeal, a strategy often used by public figures.

The second research was flouting maxims by Indonesian presidential candidates in the 2024 presidential debate by Imansyah et.al. (2024). This research analyzed the non-observance of conversational maxims in the third presidential debate on defense, geopolitics, and international relations. The findings suggest that presidential candidates are more likely to flout the maxim of quantity and the maxim of relevance to persuade the audience of their position’s validity, as these maxims relate to their reputation. This study provides insights into political communication during debates and how the public perceives candidates’ strategies.

The next research is an analysis of maxims violation acted by the main characters in the “Tilik” short film by Albiansyah et al. (2021). This research analyzes the maxim violation in one of the Indonesian short films, Tilik. This study aims to describe the phenomena of maxim violation by the main characters. The findings indicated that the main characters carried out all four maxim types violations. The highest maxim violation found were the quantity and quality maxim. Some certain implicatures were contained when the main character of this short film reckoned to convey the implicit message, ensure the hearer, award

astonishment, take for concern, and evade the problem. The study also exposed the rationales behind violating maxims, which helped create more straightforward communication and developing further explanations.

The last research is an analysis of non-observance maxims in customs protection by Fadillah & Imperiani (2020). This research investigated non-observance of maxims among Indonesians and foreigners male and female passengers at Indonesian airport when the customs officers were checking the passengers. The findings revealed that the passengers broke the maxim of quantity, the maxim of quality, and the maxim of relation. Moreover, most of the maxims were broken due to the reason to convince someone. The passengers were likely to flout the maxim of quantity to convince the customs officer with an indicator to avoid the process of customs declaration for each item that the passengers brought from overseas.

Other studies use podcasts (2024), debates (2024), short films (2021), reality shows (2020) and other forms of media as subjects for analysis. However, there is a lack of studies addressing team radio messages in Formula 1. This research utilizes the object of Formula 1 team radio because the communication between drivers and race engineers on the track while providing instructions and reports related to the race situation is interesting to analyze further.

## **1.2 Research Questions**

Formula 1 is a racing competition that demands concentration and speed. The communication in Formula 1 radio messages is time-driven, stressful, and direct. The main goal is to communicate important information efficiently. Grice's Cooperative Principle (1975) is used to investigate how engineers and drivers balance the need for clear, concise, and relevant information and the purposes of unadhered to the maxims. From the statement above, the researcher would like to examine:

1. What types of the non-observance maxims through flouting and violating found in Formula 1 team radio?
2. What are the purposes of flouting and violating maxims found in Formula 1 team radio?
3. How do the types and purposes of non-observance maxims in Formula 1 team radio reveal its communication strategies?

### **1.3 Research Objectives**

This research examines cooperative principles and non-observance maxims in Formula 1 radio team communication. Cooperate the maxims when communicating can convey the message more quickly and efficiently, which is very important in critical situations. Therefore, communication misunderstandings may affect the race's strategy and outcome. Based on the statement above, the purpose of this research:

1. To identify types of the non-observance maxims through flouting and violating in Formula 1 team radio.
2. To reveal the purposes of flouting and violation maxims in Formula 1 team radio.
3. To analyze how the types and purposes of non-observance maxims in Formula 1 team radio reveal its communication strategies.

### **1.4 Research Significance**

This study is expected to provide benefits and contribute theoretically and practically.

1. Theoretically

This research is expected to provide knowledge in the field of pragmatics, especially non-observance maxims of the cooperative principle. The findings of this research and discussion are intended to find out how the

non-observance of the maxims and its purposes that exist in a conversation.

## 2. Practically

This research is expected to be a useful and informative reference for people who are interested in non-observance of the cooperative principles. The author hopes to inspire other researchers to explore broader studies in the field with different objects. This research can be a source of reference for readers and related research in the future. This research is expected to provide insights that will be useful for future researchers who would like to analyze the topic.

### 1.5 Definition of Key Terms

To clarify the key terms that are being used in this research, some definitions are put forward:

- A. **Maxims of Cooperative Principle:** A set of conversational rules that regulate interactions, allowing for efficient communication. The concept is known as the cooperative principles developed by the philosopher H.P. Grice. There are four categories: quantity, quality, relation, and manner
- B. **Non-observance Maxims:** The concept is that when participants fail to adhere to the maxims of the cooperative principle, violations occur, leading to ineffective communication and insufficient information exchange.
- C. **Formula 1:** The highest level of single-seater car racing regulated by the Fédération Internationale de l'Automobile (FIA), the premier organization responsible for all automotive sports.
- D. **Team Radio:** A communication heard by the audience on the broadcast when the driver in the car talks to their team. Drivers have a designated engineer to communicate during the race.