

CHAPTER I

INTRODUCTION

This chapter presents the background description, which deals with the issue, research problem, research objective, the significance of this study, and the definition of key terms.

1.1 Background of Research

Several things must be considered when we talk to other people so that the conversation runs smoothly and can be understood by the listeners. One of those participants must work together, which is called the Cooperative Principle. The speakers and the listeners must work together and speak cooperatively so that each of them can catch the message to be conveyed and can understand each other.

Cooperative Principles are the rules in conversation which are defined as maxims. Later on, this cooperative principle describes communication effectiveness within the same social strata. This means that both the speaker and the listener must obey these rules for the conversation to run cooperatively. Because without cooperation, interaction would be counterproductive (Keenan, 1976:44).

The speaker must obey the Gricean Maxims or Conversational Maxims for the conversation to run cooperatively. The four maxims are the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner. If one of the four rules is violated, the conversation will not go

well and result in an implicature.

Implicature is an additional meaning given by the speaker and interpreted by the listener. Implicature can be considered as another conveyed meaning. It means that the speaker wants to communicate more than just what the conversation is. The listener should interpret what the speaker says because what the speaker says is displayed and its meaning (Yule, 1996: 35).

Some implicatures arise from the violation of maxims. Maxims regulate conversation, but that doesn't mean that people shouldn't always follow these maxims in their interactions. Obeying the maxims in every exchange is complex, and violating the maxims is challenging to avoid.

This study intends to find out the violation of maxims committed by American presidential candidates Donald Trump and Joe Biden in the Final Presidential Debate in 2020 so that it raises implicatures.

The writer found that neither Donald Trump nor Joe Biden always said what they meant explicitly. Both candidates often provide information that is difficult for listeners to understand, leading to misunderstandings between speakers and listeners.

The writer believes that this research can be carried out and can answer the problem identification formulated. Violation of maxims to the appearance of implicatures often appears in everyday life. Debate, the object of this study, shows less cooperative conversations, thus implying a message that not everyone can understand. In general, the writer assumes that the

violation of maxims and the emergence of implicatures can appear in the same utterance so that the writer can identify problems.

Several other researchers have discussed studies on the violation of maxims and implicatures. The first research was conducted by Raharja (2019) with the title "*Maxim of Cooperative Principles Violation by Dodit Mulyanto In Stand Up Comedy Indonesia Season 4.*" He focused on how the maxim was violated in humor situations. There were two questions conducted for this research, about the types of violation maxim and how Dodit Mulyono violated the maxim to raise humor in Stand-Up Comedy Indonesia. This research showed that the most dominant type of violation maxim was the maxim of relevance because Dodit Mulyono delivered too much context message.

The second research was conducted by Sari, Nuraini, and Abdul (2019) with the title "*An Analysis Of Maxim Violations In A Movie and Their Impacts On Effective Communication.*" There were two questions conducted for this research, about the types of violations maxim how that violations maxim impact the effectiveness on communicative. This research showed that violations maxim of relation affected the effectiveness of communication the most.

The third research was conducted by Setiawan and Susanti (2019) with the title "*The Analysis of Violation Of Maxims in Conversational Implicature Found in Djarum 76 Advertisements Jin Version.*" There were two questions conducted for this research, the violation of maxims in conversational

implicature and find out the audiences understanding about the Djarum 76 Advertisements “Jin Version” with a violation of Grice maxims in their conversation. This research found that the audiences interest to watch the advertisements and they understand enough with the messages although there were Gricean maxims violation.

The fourth research was conducted by Akmal and Yana (2020), titled "*Conversational Implicature Analysis in 'Kingdom of Heaven' Movie Script by William Monahan.*" There were two questions conducted for this research, about the types of conversational implicature and the non-observance maxim used by the main character in the Kingdom of Heaven movie script. This research found that particularized implicature was the most frequent conversational implicature in the movie script.

The last research was conducted by Saputro (2021) with the title "*Conversational Implicature In A Movie Entitled Jumanji Welcome to The Jungle.*" There were two questions conducted for this research, about the types of conversational implicature and the connotative meaning of the utterance in the Jumanji Movie. This research showed that there were six conversational implicatures found in the movie.

The five studies both describe the types of maxim violations and conversational implicature committed by the speaker of the analyzed object. The difference is that Raharja examined the violation of maxims in humorous situations. Sari and friends examined the impact of maxim violations on the effectiveness communicative. Setiawan and Susanti

examined the audiences understanding about the advertisements with a violation of Grice maxims in their conversation. Akmal and Yana studied the violation of maxims and implicatures in movie scripts. Saputro researched implicatures in movie scripts and combined them with the connotative meaning.

The similarities of those studies examined the violation of maxims and implicatures. The main difference between the writer's research and those studies above is that the writer uses debate and conducts research on the relationship between the violation of maxims and implicatures.

1.2 Research Problem

Based on the research background, the problem proposed in this research is the implicatures resulting from the violation of maxims committed by politicians, especially presidential candidates in America, in a debate situation. In debate, usually, a candidate does not always say what he means explicitly, and often, they speak outside the context of what is being discussed. From this explanation, the writer wants to analyze the violation of maxims and the implicatures that arise from the violation of maxims committed by Donald Trump and Joe Biden in The Final Presidential Debate. The research problem can be formulated as follows:

1. What types of maxim violations were committed by presidential candidates in the Final Presidential Debate Between Donald J. Trump and Joe Biden In 2020?
2. How does the violation of the maxims create the implicatures in the Final Presidential Debate Between Donald J. Trump and Joe Biden In 2020?

1.3 Research Objective

Based on the research questions above, the purpose of the research is as follows:

1. To find out and analyze the types of maxim violations committed by presidential candidates in the Final Presidential Debate Between Donald J. Trump and Joe Biden In 2020
2. To analyze the violation of the maxims, create the implicatures in the Final Presidential Debate Between Donald J. Trump and Joe Biden In 2020

1.4 Research Significance

The writer hopes that this research can significantly benefit the writer and the reader both theoretically and practically.

a. Theoretically

This research can give the knowledge about pragmatics, the rules when we talk with each other, especially cooperative principle and implicature.

b. Practically

The result of this research can be an additional reference for another writer, be another material for a teacher in teaching a Pragmatics course, and help the reader get a good understanding of the content of the discourse.

1.5 Definition of Key terms

To clarify and explain the terms of the title to avoid ambiguity in this

research. The definition is as below:

1. *Pragmatic* is one of the linguistics studies that discuss the meaning of an utterance or utterance conveyed by speakers and then interpreted its meaning by listeners both orally and in writing. Pragmatics is closely related to context. When studying something using this study, it is necessary to involve an interpretation of what is being discussed and how the context can affect the meaning of the spoken word.
2. *Maxim* means the rules in conversation, which describes communication effectiveness within the same social strata.
3. *Violation Maxim* is deliberately done to produce implicatures, making listeners misunderstand the speaker's utterances. Violation maxims occur when a speaker intentionally does not fulfill certain maxims to cause others to misunderstand or achieve other goals.
4. *Debate* means the process of inquiry and advocacy, a way of arriving at a reasoned judgment on a proposition and tool for a government campaign.
5. *Implicature* means the additional information that is intentionally not conveyed explicitly. Because of this, implicature can also be called an assumption of information. In line with what Yule (1996) says, implicature is an additional meaning limited to the importance of words.