

# CHAPTER I INTRODUCTION

## 1.1 Background of Research

Twitter was launched in 2006, as a digital medium to communicate, and allows people to connect with each other regardless of time, distance, and place so people can express themselves. It connects people either in real-time or asynchronously, with broad and narrow audiences. Consequently, people can provide values and perceptions towards the interactions with other people.

Then, as time goes by, Twitter has been being used by thousands of academicians and researchers at all levels of experience and across all discipline studies every single day in conjunction with more than 200 million other users (Mollet et al., 2011). So, it is not surprising that Twitter is considered an object of research. In fact, there are some things that could be analyzed such as the language phenomenon encountered through Twitter.

Twitter is one of the social media in form of a free social networking microblogging service that enables registered members to publish short posts known as tweets. Moreover, Twitter users could upload tweets and follow other users' tweets by using multiple platforms and devices. Tweets and replies to tweets can be sent by cell phone, text message, desktop client, or by posting at the Twitter.com website (Edirisinghe, 2020).

An interesting tweet could obtain various replies from Twitter users in form of the comments. Twitter users have their own rights to reply to the tweet in their own way whereas the Twitter users would give a response that matches the tweet's topic or not as long as still under compliance with applicable laws. However, how the way Twitter users respond to the tweet whether Twitter users would give a response that cooperated or not to the tweet's topic is very closely related to the cooperative principle.

Cooperative principle is one scope of pragmatics study. Because, it studies how meaning is constructed and interpreted in communication context to an understanding the effective and efficient communication. Besides it, this

cooperative principles have been discussed by several linguists such as Leech (1983), Cutting (2002), Horn & Ward (2006), and Thomas (2013), in their respective writing dealing with pragmatics.

In this case, the cooperative principles can be used for maintaining the relation among Twitter users in communication. Although, in its implementation, Twitter users have not realized frequently it yet. Even though, the cooperative principle will help the speaker and interlocutor succeeding the conversation so both of them could achieve their goal in a conversation. Moreover, cooperation in the conversation needed to avoid the speaker and partner speaker from misunderstanding. On the contrary, people who do not cooperate in communication have little possibility to hold the interaction.

Grice imparts his own argument related cooperative principles that, “make your contribution such as is required at the stage at which it occurs, by the accepted purpose or direction of the talk exchanged in which you are engaged” (Pangabebean, 2019). These cooperative principles are based on four sub-principles well-known as maxims.

Unfortunately, the occurred phenomenon of communication is some times, one or more parties in conversation do not obey or even deny the maxim principle. Its action could be categorized into the non-observance of maxims either violating, opting-out, faced by a clash, and flouting maxim.

Violating is a condition in which the participant is liable to mislead to cover the fact. Opting-out occurs when one of the participants involved in a conversation indicates unwillingness to cooperate. Faced by clash occurs when someone fulfills one maxim but violates another maxim. The last is flouting maxim is the non-observance maxim intentionally, without any misleading.

Those speaker behavior relied on certain purposes which were studied further and are well-known as implicature. That is what occurs in a lot of the present conversation including in social media. The flouting maxim which is done by many people has its own intention to give implicit meaning since the understanding that the interlocutor could expect their intention. And, the way to know the implicature is by identifying the context.

At the time the Twitter users give unrequired information on the reply to the tweet topic in which Twitter users are engaged. Here, Twitter users will have done the non-observance maxims that must study further. This is a reason underlying the emergence of research studies about the non-observance maxim, particularly the flouting maxim research that had been studied for various object studies. It begins with movies, talk shows, novels, social media, etc.

Hassani obtained the discovery that there was no previous research study yet related flouting maxim that analyzing the conversation on Twitter as its study object. Mostly, the researchers studied the conversation on Youtube, movies, or novels. Hence, Hassani intentionally analyzed the conversation on Twitter influencer's tweets which was able to lead to cyberculture discussion. Here, he used the cooperative principle as the tool of analysis focused on flouting maxim of relation. His paper studied the flouting maxim of replies on the influencer's Twitter account. Concerning privacy matters, he decided to not expose the name's influencer that he had analyzed. He analysis the types of maxims and their functions. The number of tweets he had analyzed were 14 (Hassani, 2019).

Unlike most other studies which only focus on the types, strategies, reasons, and the meaning of flouting maxims behind. Rashid (2020) attempted to solve the new research problem pertain gender analysis. He carries the political theme issues. Then, Trang & Hoa (2020) analyzed the comparison of pragmatics feature in flouting the maxims between female and male guests in "The Ellen Show". Rashid (2020), Trang & Hoa (2020) discussed the frequency of occurrence of flouting maxims between males and females.

Hence, this paper research was conducted in an almost similar way to Hassani (2019) That took the object research from replies on the influencer's Twitter account. But, this research is definitely different in discussion. The previous research discussed types of maxims and their functions. This research not only focuses on types of flouting maxims, but also the strategy. Besides it, this research analysed the comparison of flouting maxim based on gender like

Rashid (2020), Trang & Hoa (2020) did. Yet, it differs in the subject of study and the source of data.

Another difference is the previous research by Hassani (2019) kept the privacy in the name of influencer account, this paper is not. The identity name of influencer Twitter account in this paper is Simon Sinek. Furthermore, the researcher through this study attempt to correlate the observation of flouting maxim on Simon Sinek Tweets and Replies to gender for discover various findings in its observation.

Simon Sinek is the world's #10 motivational speaker in 2021 based on speakerassociation.com (Nelson, 2021). It is different from some other of motivational speakers, Simon Sinek has the expertise required to spotlight on the science of motivation. It could be know from his best-renowned book entitled, "Start with Why" which elaborates how the way that humans are programmed to be motivated by a sense of purpose – the 'why' behind humans existence and activities (Aurum, 2023).

On Twitter, he has been depicting himself also as the one inspirational speaker by frequently sharing inspirational motivation. Besides it, to build engagement with his followers mostly he conveys related tweets to followers' life or asks questions so his followers could respond it.

His habit to share inspirational motivation and give an impact on the wide society has been bringing many active followers on Twitter where the followers could give replies toward his post. This research would focus on Simon Sinek's tweets and their replies.

The replies of Simon Sinek's tweet are worth to be studied remind that some people responded by flouting maxim. This flouting maxim occurs when they give unrequired information without any purpose of cheating or leading as the response. The flouting maxim here did on purpose with certain meanings which can be studied further.

This research focuses on the observation of flouting the maxims in replies of selected Simon Sinek's tweets which relying on the twitter users' gender identities. Sardar & Loon (1999, as cited by Ajibah 2022) reveals that

gender has two definitions and understandings. First, it points to the 'sex' word as biological determination. Second, it refers to gender which is a social construction known-well as 'male' and 'female'. The relation between gender and language are observed by sociolinguistics through a social and linguistic perspective. This proves that gender and language are closely related. It becomes an interest for researcher to observe the differences of flouting maxim occurs relying on gender against the Selected Sinek's Tweets Replies.

The research of flouting maxim on the twitter platform based on gender analysis is deliberately chosen to consider the element of novelty, which is most possibly to be researched and relevant, against the subject and object of research compared other categorizations. This is induced, there are some data restricted or even removed to the broad public by the twitter users themselves corresponding to their consent (Mccandless, n.d.) such as the information of native country where Twitter users live as an option that can or cannot be displayed about. However, Twitter content, encompassing Twitter users' profile information (e.g., name/pseudonym, username, profile pictures), is available for viewing by the general public (Twitter, 2018). The categorization of gender is observed by viewing twitter users'-profile pictures in this research. According to Merler et al. (2015) which studied a ten thousand twitter users and their collection of half a million images exposed that the users image feeds can show their gender signal with the level accuracy up to 75,6 %.

Moreover, other considerations to not select other categorizations beside gender are due the relation between language and social demographic characteristics each have their own prominent topic of discussion.

Language variation according to age focuses on the development of language as the time goes by, such as the usage of vocabularies by adult will be more varied in terms of diction and affixes than children (Muazizah, 2018). Then, teenagers tend to use more slang than adults.

The relation between language and place usually pertains to the one's culture live. For example: the term of rice in Indonesia will change, if the rice has undergone several cooking processes such as nasi, bubur, etc. These terms

of 'nasi' and 'bubur' are unfamiliar known for people which in the country, nasi is not the main food.

The categorization of research is not relied on age, place, education besides access to know those categorizations are very limited on the Twitter. Those categorizations are not relevant to the object of research. The researcher intends to observe the flouting maxim which this non-observance maxim is parted from cooperative principles discussion. The fundamental way to know the existence of flouting maxim is by knowing the interlocutor does not obey the cooperative principles, giving implicit message, but it remains corresponding to the topic being discussed without any misleading intentions (Grice, 1989). This flouting maxim could not be quietly explored by above categorizations such as the usage of language based on age, place, education, etc.

It differs when it turns to gender. The language and gender have been discussed by Lakoff (1973). According to him, the language style of male is being competitive contrast with the language style of female is depicted as being cooperative. There is an intersection between the behavior of being cooperative based on gender and flouting maxim which is parted of cooperative principles. Hence, the flouting maxim is relevant to be researched based on gender.

This research will focus on the observation of flouting the maxims on replies of selected Sinek's Tweets based on gender analysis. Reminding, there remains little researches on flouting maxim that takes Twitter as its study object. Moreover, the research about flouting maxim against the influencer's tweets and replies based on gender has not existed yet. The composing of this research would be more detail in the discussion. Eventually, it is expected able to give quite benefits for subsequent research, especially regarding the flouting of maxim on social media.

## **1.2 Research Question**

Twitter is one of the social media that allows people to make interaction with it. In this research, the researcher has found some problems to be observed which relied on the research background above, as follows:

1. What are the types of flouting maxim found on the male and female replies of selected Sinek's tweets?
2. What are the strategies of flouting maxim found on the male and female replies of selected Sinek's tweets?
3. What are the similarities and differences between the flouting maxim used by males and females on the replies of selected Sinek's tweets?

## **1.3 Research Objective**

Concerning the formulation of the problems, the purposes of the research are as follows:

1. To identify the types of flouting maxim found on the male and female replies of selected Sinek's tweets.
2. To identify the strategies of flouting maxim used on the male and female replies of selected Sinek's tweets.
3. To identify the similarities and differences of flouting maxim between male and female replies on selected Sinek's tweets.

## **1.4 Research Significance**

This research is expected to provide benefits and contributions either theoretically or practically which are supposed to assist society by allowing them in flouting maxim understanding. Furthermore, the advantage of this research as follows:

### **1. Theoretical**

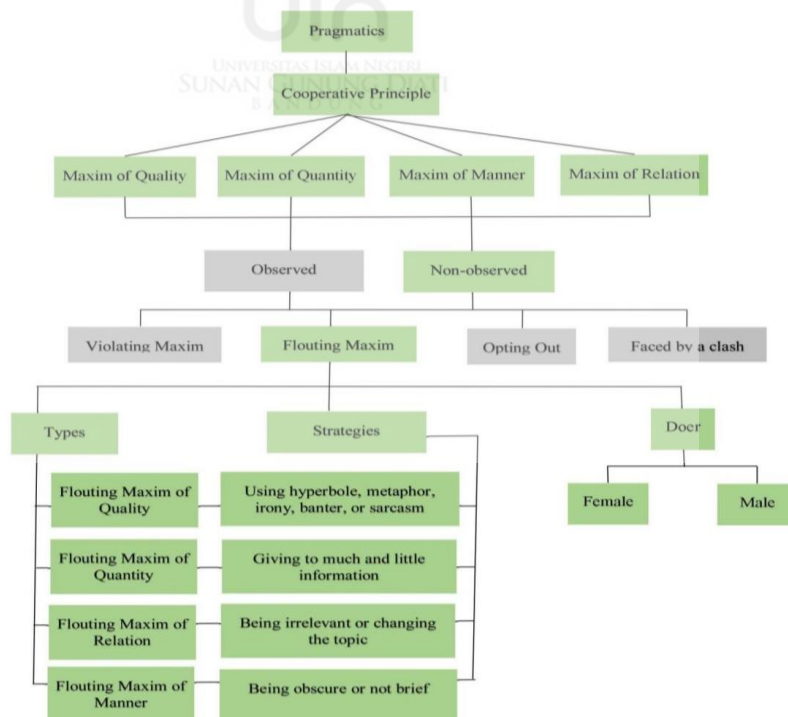
This research contributes to the field of pragmatics by analyzing the flouting maxim on the replies column of Simon Sinek's Tweets.

2. Practical

- a. The researcher has the opportunity to apply the scientific function of linguistics in researching language phenomena. Besides that, researcher is going to take a part in preparing students gain experience as language analysts, literary analysts, and other experiences.
- b. The findings of this study can be applied to the expansion and development of linguistic knowledge for English literature student, particularly in the subject of pragmatics.

1.5 Conceptual Framework

The presence conceptual framework is to help in solving the research question. Simply, the conceptual framework as source referent theory is how the data can be analyzed. Hereby, the choice of theory is having an important role to ease the research. Hence, the researcher decides to use Grice and Cutting Theories as the main theory for answering the research question. Besides that, other theories in this section are needed to help. The conceptual framework is as the following:



Picture 1.1: Conceptual Framework



## 1.6 Previous Studies

The application of the cooperative principle is frequently found in language phenomenon by society, in real conversation. However, for the purposes of research on the cooperative principle it is not a requirement to dive into society directly. The analysis can also be carried out in media that can represent people's lives, such as movies. So, Puspitaningrum wrote a paper related to a part of the Cooperative Principle entitled, "Maxim Flouting In The Main Characters' Utterances In Confessions Of A Shopaholic Movie." She analyzes how the types and strategies of flouting the maxim are done by the main character Rebecca Bloom Wood and Luke Brandon in Confessions of a Shopaholic Movie. Through her research, she found 41 data of flouting the maxim that dominated by flouting the maxim of quantity. The main characters provide too much information often in a conversation than what is required. The reason for this flouting maxim is to be completely cooperative.

Besides the movie, the flouting maxim was also discovered by Marlisa and Hidayat on Talk Show GMA, which interviewed Jackie Chan as the interviewee. Jackie Chan is a famous male actor in kung fu action movies because he did not use a stuntman in various dangerous scenes. During the talk show, Marlisa and Hidayat obtain that Jackie Chan answered all questions in a long, unimportant way, and even tended to be ambiguous in meaning. Definity, this situation will induce some communication obstacles. So, the writers focus on analyzing the types and reasons for flouting the maxims in the conversation here. The flouting maxim that occurs has several reasons behind it, such as building one's confidence in the flouting maxim of quantity. Making jokes in a flouting maxim of manner. Too passionate in answering (want to tease the other person) in flouting maxim of relation. Hiding the truth in the flouting maxim of quality. Thus, the flouting maxim by Jackie Chan is useful in building the excitement of speaking, interacting, and providing detailed explanations (Marlisa & Hidayat, 2020).

Moreover, the flouting maxim research related netizens utterance on social media also had been studied by several researchers, for example Helmita & J (2021), Hassani (2019), Sari (2020), Afaldi & Kurniasih (2019).

Hassani discovered that there was no previous research study yet related flouting maxim that analysing the conversation on Twitter as its study object. Mostly, the researchers studied the conversation on Youtube, movies, or novels. Hence, Hassani intentionally analyzed the conversation on Twitter influencer's tweets which was able to lead to cyberculture discussion. Here, he used the cooperative principle as the tool of analysis focused on flouting maxim of relation. His paper studied the flouting maxim of replies on the influencer's Twitter account. Concerning privacy matters, he decided to not expose the name's influencer that he had analyzed. He analysis the types of maxims and their functions. The number of tweets he had analyzed were 14 (Hassani, 2019).

The next study comes from Sari who discusses the flouting maxim and its strategy used on the comments by the followers of Donald Trump related Donald Trump Instagram Caption. She conveyed that her interest in the analysis of the topic related to the flouting maxim was inspired by the article entitled, "An Analysis of Flouting of Maxims Done by Main Characters in La La Land Movie" by Mery Wahyuni, M. Bahri Arifin, Indah Sari Lubis. The difference was merely located in the research problem and the study object. The researcher found all types of strategies which are tautology, metaphor, overstatement, understatement, rhetorical question, and irony from 450 data (Sari, 2020).

After further tracing, it turns out that flouting maxim research on social media was also carried out by Afaldi & Kurniasih (2019), the two analyzed the data from conversations of the comments towards Instagram captions. Different from previous research that focused on captions and comments only, Afaldi and Kurniasih here do not discuss captions or content at all. Instead of focusing on both of them, Afaldi and Kurniasih's research identifies and analyzes flouting maxims on Instagram comments only in the sense of the conversation that occurs between commentators. The advantage of this article

is that there is a display of selected data corresponding to the context of the situation, with a focus on finding the flouting of maxims and detecting the presence of flouting maxims. Then, the chosen data were analyzed according to the flouting criteria of maxim relation and manner. Afaldi and Kurniasih found five data that consist of one comment flouting maxim of relation and four comments flouting maxim of manner. The discussion includes the situation, flouting maxim, the reason, also the meaning behind it. So, the provided display table is quite fairly complete and comfortable to read (Afaldi & Kurniasih, 2019).

Then, Helmita & J (2021) analyzed the flouting maxim of conversation in one of the most used social media, namely Tik Tok. She focused on the flouting maxim done by Netizen on the comment page Popo Barbie Tik Tok account, as the response to the uploaded videos. There were 3702 comments, and both of them picked two to three of them represented data to be discussed. Besides the flouting maxim, the writers also discussed the implicatures behind it. (Helmita & J, 2021).

On the other hand, there were some studies turning up pertain the flouting maxim based on gender analysis such as “Flouting Grice's Maxim of Concision by Male and Female in a Selected Political Interviews” by Rashid (2020). It is also conducted by Trang & Hoa (2020) with the title about An Investigation of The Flouting Of Conversational Maxims Employed By Male And Female Guests in “The Ellen Show”.

Unlike most other studies which only focus on the types, strategies, reasons, and the meaning of flouting maxims behind. Rashid (2020) attempted to solve the new research problem pertain gender analysis. He carries the political theme issues. Whereas, Trang & Hoa (2020) analyzed the pragmatics feature of flouting maxim, also the similarities and differences based on the gender. Rashid (2020), Trang & Hoa (2020) discussed the frequency of occurrence of flouting maxims between males and females.