

# Why Grice's Cooperation Principle Violated? : An Indonesian Sociocultural Context

Fatmawati<sup>1</sup>, Endry Boeriswati<sup>2</sup>, Zuriyati<sup>2</sup>

<sup>1</sup>Doctoral Student of Language Education, Universitas Negeri Jakarta, Indonesia

<sup>2</sup>Language Education, Universitas Negeri Jakarta, Indonesia

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**Abstract :** This study aims to explain the reasons for violating Grice's cooperative principles in the sociocultural context of Indonesia. This study applied a phenomenology approach. The research data was collected through interviews with 79 students from various tribes in Indonesia namely the Malay, Minang, Javanese, Sundanese, Batak, Bugis, and Banjar tribes. The results showed that violations of quantity maxims occurred due to several reasons, namely: sharing information, being intimate, friendly/not arrogant, polite, in order to be clear/not to be asked again, refusing in a refined manner, habits, close friends. In the meantime, in quality maxim violations occurred for reasons of joking, nosy, insinuating, declaring prohibitions, lying, and annoying/angry. Furthermore, violations of the maxim of relevance occurred because of the context that is equally understood/habit, because it cannot do what is requested by the interlocutor, subtle refusal/indirect, in order to be polite, joking, in order the utterance is short, does not know the answer, annoyed, and avoid direct speech. For the maxim of manner, violations occurred for reasons of being polite, confused in giving answers, forgetting, nervous, in order the speech partner empathizes, avoids direct speech, because of secret speeches, certain vocabulary substitutes, niceties, lying, habits, and keeping a good relationship. This study implies that Grice's cooperative principle cannot be applied universally in all languages. This is because of the sociocultural context between one language and another is different.

## 1 INTRODUCTION

Language grows and develops in line with human civilization. Therefore, language is very synonymous with the sociocultural user community. According to Liu(2016), language and culture are two sides of the same coin that allow individuals to gain membership in certain societies. The things that characterize the language user community will greatly affect the language used. This phenomenon causes differences in the rules found in each language, including differences in understanding the concept of the principle of cooperation in speech action.

The principle of cooperation was triggered by a linguist named H. Paul Grice in 1975. Grice proposed a rule concerning the use of language which confirms that in all communications there is a general agreement between speakers and speech

partners called the principle of cooperation. The principle of this cooperation offers four maxims, namely: the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner.

In the maxim of quantity, Grice argues that each participant is expected to be able to contribute as much or as much as needed by the speech partner. This information may not exceed the information actually needed by the speech partner. Speeches that contain information that is really needed by the partner can be said to fulfill the maxim of quantity in the cooperative principle of Grice. However, if the speech contains excessive information it can be said to violate the maxim of quantity.

In the maxim of quality, Grice advises each participant to contribute the correct information. In other words, both speakers and speech partner do not say anything that is wrong. In addition, each conversation contribution should be supported by

sufficient evidence. Speech participants who follow the rules suggested by Grice are considered to have adhered to the principle of cooperation. Conversely, if the rule is ignored, the speech participant is declared to have violated the principle of cooperation of maxim of quality.

In the maxim of relevance, Grice suggests that the speech participants develop compatibility in speaking by contributing relevant to the issue of conversation. In the maxim of relevance, compatibility must not always be reflected in the speech delivered by the participants. In certain contexts, some cursory speeches appear to have no relationship. However, if it is examined and linked to the context, there is an implicative relationship that can be explained.

The last maxim is the maxim of manner. Based on the concept put forward by Grice, the key to this maxim is that words are easy to understand. In this maxim, the important thing is how to express ideas, opinions, and suggestions to others. Avoid long, insignificant, unclear or halting speeches, and utterances that contain ambiguity. If the rule is obeyed, then the utterance complies with the maxim of manner.

Problems that occur in the field, the principle of cooperation proposed by Grice is not fully applicable. Based on observations in the field, there were many violations of the four Grice's maxims, namely maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. From a number of thesis students who examined the principle of cooperation, most of the results of his research showed violations of maxims. In addition, in everyday conversation, Grice's cooperative principle also experiences violations, especially for maxim of quantity and maxim of manner. From the results of these observations, the provisional conclusion that most violations occurred because of the sociocultural problems inherent in the speech community. Therefore, the researchers are interested in examining the maxims of the cooperation principle of Grice based on the socialcultural background of the Indonesian people.

## 2 LITERATURE REVIEW

This research is part of pragmatic research specifically the study of the principle of cooperation proposed by Grice. According to Scriffin(1994)pragmatics is the study of how interpreters use or include users of signs or recipients of signs when describing (constructing

interpreters) the sign itself. According to Brown and Levinson(1987)pragmatics is the study of the relations between language and context that is grammatically encoded in the structure of a language. Regarding its emergence, according toJafari(2013) pragmatics emerged as an independent field of study mainly because semantic failures often occur in providing adequate explanations regarding meaning. Based on experts' opinion above, it can be concluded that pragmatics is a science that discusses the use of language accompanied by the accompanying context.

The aspect that is quite popular in pragmatic studies is the cooperative principle of Grice. According to Grice(1991), in the principle of cooperation, speakers are expected to contribute conversations as needed and in accordance with the context of the occurrence of speech. From the general principle of the principle of cooperation, some specific maxims and submissions are derived, namely the maxim of quantity, quality, relevance, and manner. Maxim of quantity is related to the amount of information that will be given. The thing to consider in this maxim is to make contributions as accurately as possible (for the purpose of the current exchange) and do not make contributions more informative than needed. In the maxim of quality it is recommended for speakers to make contributions in the right way. There are two submaxim that are more specific in this maxim, that is, do not say what is believed to be wrong and do not say something that does not have sufficient evidence. In the maxim of relevance, Grice suggests a single submaxim, namely, "be relevant". The last maxim is the maxim of manner. In the maxim of manner, the concept that must be obeyed is "be easy to understand". To make comprehension understandable, Grice suggests several submaxims which are to avoid unclear expressions, avoid ambiguity, be short (avoid unnecessary prolixity), and be orderly.

However, in fact, the four maxims of the Grice's cooperation principle above cannot be applied universally in every language. In a certain context, the maxim of the Grice's cooperative principle experienced a violation. According to Rohaniyah(2013), flouting maxims is a kind of violation of the principle of cooperation which consists of four maxims. In this case, the principle of cooperation is cooperation between the speaker and listener to make successful communication. In his article H. Tupan and Natalia(2008)states that the principle of cooperation in communication, in some situations, is not obeyed intentionally with personal reasons. In line with that opinion, according to

Peter(2000) basically, whenever a maxim is violated, there must be an implicature to save speech so as not to be a wrong contribution in the conversation. In line with the opinion above, Fang and Xin(2017)also states that in everyday life, people do not always follow the principle of cooperation during communication. If they violate the maxim of the principle of cooperation there will always be implicit implications. However, if the listener has the same knowledge as the speaker, communication can run smoothly. Based on the above opinion, it can be concluded that the violation in the Grice's principle of cooperation is reasonable. When a maxim is violated, it is necessary to review the implicatures contained in the utterance. Every violation of maxims, there are always reasons that accompany it. Therefore, the context is also a point that must be involved in understanding a speech. As stated by Franke(2014)that the use and interpretation of language is very dependent on context.

The characteristic of a language as well as the sociocultural background of its speaking community is thought to be the reason for the violation of the maxims of the Grice's cooperative principle. This is in line with the Shi(2014)statement which is that cultural differences cause communication that is raised in the relevant culture also varies. More specifically, Clyne in Herawati(2013)states that there are cooperative principles in each context of discourse, but how to build them depends on the discourse patterns of each culture. However, to fit the cultural variations, Grice must be culturally adapted to meet the cultural norms, values, and identities of each society.

Reasons for violating the maxims of Grice's cooperative principles vary according to the context of speech. According to Zienkowski, Osman and Verschueren(2011), not all jokes involve violating one or more Grice's maxims. This is in line with the results of the study conducted by Rochmawati(2017) which concluded that humor or jokes present violations of Grice's (1957) cooperation maxims, namely the maxim of quality, quantity, manner, and relevance. Furthermore, Lili(2012)in her article stated that the reason for violating the maxims of the principle of cooperation could also be because someone tries to provide additional information and accidentally makes a problem in social interaction.

It still related to the reason for violating the principle of cooperation, Norwanto(2006)states that politicians ignore the principles of regular cooperation. Politicians violate the maxim of quantity to express strong commitments or hide information. Politicians also provide false

information and violate maxim of quality. In addition, politicians also ignore the maxim of relevance by saying something that is not related to the topic being discussed. More broadly, Chaer(2010)states that the reason for violating the principle of cooperative maxim is due to a number of things, namely: the willingness of the participants to contribute more in speech, the reaction to the partner's answers, the desire to make the atmosphere funny or have an effect of humor, and an effort to make the information conveyed is vague. Meanwhile, according to H. Tupan and Natalia(2008), figures in the film *Desperate Housewives* violating maxims as a strategy to lie. Reasons for lying vary from person to person according to the goals they want to achieve. Violations of the maxims also occur because the character wants to eliminate the possibility of the other person to respond so that the other person does not ask questions again so that the person can reach his goal easily.

Based on the explanation above, it can be concluded that the maxims in the Grice's cooperative principle are violated for several reasons. The reasons for the violation are as follows: a) the willingness of the participant to contribute more (additional information) in the discussion, b) the reaction to the partner's answers, c) the desire to make the atmosphere funny or to create a humorous effect, d) the attempts to make the information submitted vague, e) as a strategy for lying, f) eliminating the possibility of the other person responding to speech.

### 3 METHODOLOGY

This study applied a qualitative approach. According to Creswell(2008), a qualitative approach is a research approach that has most of the data in the form of words or text. Thus, data collection and data analysis are based on words or texts that have been obtained based on general questions that have been formulated. The method used was phenomenology. This method is used to find out in detail the phenomenon of reasons for violating the principle of cooperation carried out by students of the Indonesian Language and Literature Education Study Program FKIP UIR. This research is descriptive because every data collected is presented in accordance with the reality found in the field. The data collection techniques used are observation, interviews, skillful listening techniques, recording, feedback techniques, and writing techniques.

The data sources of this study were 79 Indonesian Language and Literature Education Study Program FKIP UIR students. The reason for taking this data source is because of the diversity of tribes that exist in students of Indonesian Language and Literature Education Study Program FKIP UIR. The research data was collected from 79 students from several tribes in Indonesia, namely Malays, Minang, Javanese, Sundanese, Batak, Bugis, and Banjarese.

## 4 DISCUSSION

After conducting interviews with 79 students, there were several reasons for violating the Grice's cooperation principle. The following are the findings of the research related to the reasons for violating Grice's cooperation principle by students of the Indonesian Language and Literature Education Study Program FKIP UIR based on sociocultural background. The reason for violating the Grice's principle includes four maxims, namely the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner.

### 4.1 Reasons for Violating Maxim of Quantity

In the maxim of quantity, violations of maxim are caused by several things. First, violation of the maxim of quantity occurs because of the desire to share information from speakers and speech partners. This is in line with the results of research conducted by Lili(2012) which states that the reason for violating the maxim of the principle of cooperation can also be because someone tries to provide additional information and accidentally creates problems in social interactions. Of the 79 students who were respondents, 24 of them claimed to provide excessive information than what was needed by the speech partners for reasons of wanting to share information. This shows that violations of the maxim of quantity are precisely efforts made by speakers so that their speech partners understand and speech becomes more cooperative. This is precisely the opposite of the principle of cooperation maxim that was sparked by Grice. Grice argues that speech will be considered cooperative and obeying the maxim of quantity if the information delivered is no more than what is needed by the partner.

Second, violations of the maxim of quantity occur because of the desire to be familiar. The reason for this familiarity was expressed by 14

respondents during the interview. According to them, if the speech partner only responds according to what is requested by the speaker, familiarity will not be established. They assume that by providing a lot of information in speaking, the context of speech will be warm. The warmth will lead to comfort in speaking so that communication will run well.

Third, violations of the maxim of quantity occur because of the desire to be friendly / not arrogant. Of the 79 students who were respondents, 22 of them claimed to provide excessive information than what was needed by the speech partners for reasons of wanting to be friendly / not arrogant. The sociocultural background of the students is very influential on their attitude in speaking. Although they are from various tribes, they are in the Riau region, where most of the people are Malay. In Malay culture, friendliness is the hallmark of the community. Therefore, it is natural that in speaking they will put forward a friendly attitude. The hospitality is reflected in their habits in giving responses that seem excessive in speaking. This causes a violation of the quantity maxim.

Fourth, violations of the maxim of quantity occur because of politeness. Five of the 79 respondents said that they gave excessive information than what was needed by the speech partners because of reasons to be polite. They assume that providing information as limited as what is requested by the partner is an attitude that is impolite. Culture has shaped them that respect for speech is part of politeness. The award can be in the form of providing a maximum response to the questions raised by the speaking partner with a friendly facial expression.

Fifth, violations of the maxim of quantity occur because of the reason that the information submitted is clear / does not raise further questions. Of the 79 students who were respondents, 28 of them claimed to provide excessive information than what was needed by the speech partners because of the reason that the information submitted was clear / it did not raise more questions. Based on the sociocultural background, concern for the speech partner is the most dominant reason for the violation carried out by students of the Indonesian Language and Literature Education Study Program FKIP UIR. The habit of providing detailed information on the questions posed by the speech partners shows that the Indonesian Language and Literature Education Study Program FKIP UIR students are trying to provide the best information to their partners. Through this detailed information, it is expected that

the partner will be helped and can understand clearly.

Sixth, violations of the maxim of quantity occur for reasons of refusing refinement. 1 out of 79 respondents claimed to provide excessive information than what was needed by the speech partner for reasons of refusing in kind. Sometimes the speech participants cannot do what their partner asks. However, because they do not want to make the partner feel offended or disappointed, a number of reasons are presented in great detail. The efforts made caused violations of the quantity maxim.

Seventh, violations of the maxim of quantity occur due to habitual reasons. Of the 79 respondents, 10 of whom claimed to provide excessive information than what was needed by the speech partner for habitual reasons. When the speech event takes place, they feel it just happens. Therefore, they assume that providing excessive information than what is needed by the speech partner is a habit.

Eighth, violations of the maxim of quantity occur due to reasons of close friends. Five of the 79 respondents said that they gave excessive information than what was needed by the speech partner because of the reason of having close relations with the speech partner. The familiar feeling that made them feel free to discuss anything with their partner. This also applies when responding to speeches, the familiarity that makes the speaker responds in great detail to what the partner is asking, including things that the partner does not ask.

From the results of research on the reasons for violating the maxim of quantity in the Grice's principle of cooperation, several research findings were obtained. First, the quantity maxim in Grice's cooperation principle is irrelevant to be applied to the speech of Indonesian Language and Literature Education Study Program FKIP UIR with the sociocultural background inherent in each student. Second, the concept of quantity that was sparked by Grice contradicts the concept of quantity that is understood by students with cultural backgrounds that exist in each student. This is in line with the results of research conducted by Herawati(2013) which states that the application of quantity maxim will be culturally dependent and will be different if observed in Indonesian culture. If Grice mentions that cooperative speech is as informative as possible, for students, instead the cooperative speech is a speech that provides detailed information equipped with additional information. Third, as long as the Grice's maxim of quantity is used as a theory to analyze the speech of the people in Riau, violations of maxims will always occur.

## 4.2 Reasons for Violating the Maxim of Quality

In the maxim of quality, the occurrence of violations of maxim is caused by several things. First, violations of the maxim of quality occur because of joking factors. According to Lili(2012), in social interactions, humor is treated as a lubricant because it can help ease social tensions, convey friendly intentions, and strengthen social ties. Joking is one of the characteristics of the Riau community. In the context of casual conversation, it is not uncommon for conversations to be interspersed with jokes that cause laughter and increase the familiarity of the participants. Of the 79 respondents, 36 of them provided information that was not in accordance with the facts for reasons of joking.

Second, violations of the maxim of quality occur because of nosy factors. There were 2 respondents who said that they provided information that was incorrect and in accordance with the facts because of nosy reasons. However, this is done only to speech partners who have emotional closeness with speakers.

Third, the reason for violating the maxim of quality also occurs because of satirical reasons. There were 31 respondents who provided information that was not in accordance with the actual facts on the grounds that they wanted to insinuate their partners. They were packaged with insinuations through inaccurate speeches. They argue that by making satire, the intentions to be conveyed are more quickly realized. In addition, if the speech is told directly, they are worried that their partner will be offended.

Fourth, violations of the maxim of quality occur because they want to declare prohibitions. There were two respondents who stated the prohibition by using non-real speech. According to them, such a ban is more effective than the prohibition that is packaged in direct speech. The effects arising from the prohibition on using non-actual sentences are directly felt by the speech partners and usually there are no comments from people who are prohibited.

Fifth, violations of the maxim of quality occur for reasons of lying. Of the 79 respondents, six of whom conveyed information that was not true for reasons of wanting to cover up something or lie. Lying is not a commendable attitude, but they assume that they are lying to avoid problems.

Sixth, the reason for violating the maxim of quality also occurs for reasons of being upset or angry. Of the 79 respondents, 24 of them delivered incorrect information for reasons of being upset /

angry. When feeling upset or angry, they often use non-actual sentences to vent their frustration or anger, especially if they are upset or angry with close friends or peers. However, usually their choice not to use speech that is not actually makes the situation better. This is because his partner immediately understands the context of speech and smiles facing his friend who is upset or angry.

From the results of research on the reasons for violating the maxim of quality in the Grice's principle of cooperation, some research findings were obtained. First, for certain contexts, the maxim of quality is deliberately violated in order to have an effect on the said partner. Second, for the academic situation and formal situation, the maxim of quality is relevant to the Riau community with various sociocultural backgrounds. Third, the Grice's maxim of quality is not a standard that must be followed by all languages, because there are several factors that do not allow the Grice's maxim of quality to be applied. In fact, if forced to apply, the speech event becomes rigid and does not develop.

### 4.3 Reasons for Violating the Maxim of Relevance

In the maxim of relevance, the occurrence of violations of maxim is caused by several things. First, violations of the maxim of relevance occur because the context of conversation is equally understood/habit. There were 13 respondents who made this factor as an excuse for not making relevant contributions about something that was being discussed. The same understanding of a context makes speech participants easier to contribute to a conversation. Although at first glance the speech seems irrelevant, but because it is helped by the context, conversation becomes easy to understand.

Second, violations of the maxim of relevance occur because they cannot do what the speech partner asks. The limitation in fulfilling the wishes of the speech partners also causes speakers to choose to use speeches that are not relevant to what is said by the partners. There were five respondents who used this method to respond to their speech partner. Usually, they respond to the speech of their partner by stating a number of reasons so that their partner understands that the reason stated is a manifestation of his inability to fulfill his partner's invitation or order. They also assumed that by giving a response by stating the reasons, the partner would not be offended.

Third, violation of the maxim of relevance occurs because speakers try to do refusal in a subtle / indirect manner. This factor is the reason most respondents do. Of the 79 respondents, 49 of them made irrelevant contributions about something that was being discussed for reasons of wanting to refuse in a subtle/indirect manner. Usually, rejection speech is packaged in the form of responses that are included for interrelated reasons. This is done so that the partner does not feel embarrassed or offended by the refusal made.

Fourth, violations of the maxim of relevance occur because of politeness. Efforts to be polite were also the reason 4 respondents gave irrelevant contributions about something that was being discussed. The reason for this politeness is related to the reason for subtle refusal. In certain contexts the speech participants are faced with a situation that is supposed to provide an irrelevant response so that the speech becomes more polite so that it does not make the partner offended.

Fifth, violations of the maxim of relevance occur because of joking factors. There were four respondents who also gave irrelevant responses for joking reasons. This situation usually occurs when speaking with peers or close friends. The aim is to make speech more interesting and the participants become more familiar.

Sixth, violations of the maxim of relevance occur so that speech becomes brief. There were seven respondents who gave responses that were not relevant to the purpose so that the speech was brief. This usually happens because the partner does not have sufficient knowledge of the topic being discussed. In addition, this can also be triggered because the medium partner is not interested in discussing the topic being discussed.

Seventh, violation of the maxim of relevance occurs because the speech partner does not know the answer to what must be given. Same as the reason for point six above, this usually happens because the partner does not have sufficient knowledge of the topic being discussed. Of the 79 respondents, three of them said that their limited knowledge made them make irrelevant contributions in the conversation.

Eighth, violation of the maxim of relevance occurs because the speaker is annoyed. One respondent gave a response that was irrelevant to the stimulus given by his speech partner for reasons of annoyance. This usually occurs because of the lack of ability of the speech participants to understand the privacy and feelings of their speech partners.

Ninth, the reason for violating the maxim of relevance is an attempt to avoid direct speech. Of the

79 respondents, 4 of them gave responses that were irrelevant to the stimulus given by their partner for this reason. Usually, efforts to avoid direct speech are carried out with the aim of prohibiting.

From the results of research on the reasons for violating the maxim of relevance in the Grice's principle of cooperation, several research findings were obtained. First, relevance does not have to be reflected in speech. Many utterances that are invisible are irrelevant, but with an understanding of the context of speech becomes very relevant. Second, in certain situations, precisely the relevance of speech is avoided because it can cause problems such as offense and feelings of disappointment.

#### 4.4 Reasons for Violating the Maxim of Manner

In the maxim of manner, violations of maxim are caused by several things. First, violations of the maxim of manner occur because of reasons for wanting to be polite. A total of 28 people from 79 respondents claimed that they provided information that was not short, ambiguous, and unclear expressions for reasons of being polite. According to them, this is done because in their culture there are certain contexts which actually require the participants to make small talk in speaking. The small talk causes speech to be short and even convoluted. However, according to them it is more effective to be used, for example in the context of asking for help from others, owing, and governing.

Second, violations of the maxim of manner occur because of confusing reasons to provide answers to questions raised by the speech partners. A total of seven respondents gave information that was not short, ambiguous, unclear expressions, and halting because of limited knowledge in providing responses requested by the partners. In the above conditions, they usually will halt in providing explanations.

Third, violations of the maxim of manner occur for reasons of forgetting. Of the 79 respondents, 15 of them claimed that they would give a response that was unclear or ambiguous for reasons of forgetting. When they forget something that their partner is asking or something they want to convey, usually the speaker will use the words 'me', 'what', and 'that' as a reference for the word in question. However, communication continues because the context of the conversation is very helpful for the participants in understanding the purpose of the conversation.

Fourth, violations of the maxim of manner occur because of nervous reasons. When nervous a person will make a sound of trembling, stuttering, and

hurrying in speaking. This condition usually occurs when someone is faced with someone who has a higher social status, such as a teacher, lecturer, boss, especially in a formal situation. Feeling nervous makes the speech utterly halting and unclear. Of the 79 respondents, 13 of them claimed that they gave an unclear and halting response due to nervous reasons.

Fifth, violations of the maxim of manner occur because of the reason that the speech partners empathize. The sub maxim that is usually violated is related to the efficiency of the use of speech. In certain contexts, according to them a long speech is needed to get the sympathy of the partners. For example, when you want to borrow money. They claim, the longer and more detailed the explanation they say, the more likely the partners will empathize. This is because in the long explanation they can insert stories about the difficulties they are facing. Of the 79 respondents, 17 of them expressed excessive speech because of the reason that their partners were empathetic.

Sixth, violations of the maxim of manner occur because of reasons to avoid direct speech. The sub maxim which is usually violated is sub maxim which is related to ambiguity. Seven respondents claimed that they chose to use ambiguous speech so that their speech became effective and more polite. They create ambiguity through indirect speech.

Seventh, violations of the maxim of manner occur because speech is confidential. Four respondents ignored the maxim of manner because the reason for the speech spoken was confidential. Usually when speaking the secret utterances the participants choose to say ambiguously so that the secret is unknown to others around them. In other contexts, they choose to use the code or movement of the limbs to convey the secret message to the said partner.

Eighth, violations of the maxim of manner occur because of reasons for certain vocabulary substitutes. Of the 79 respondents, 20 of them ignored the maximal manner because they wanted to change a certain vocabulary. This is usually related to politeness. In certain contexts, the vocabulary that is considered taboo to be pronounced will be replaced with another vocabulary that has different meanings but is culturally understood by the participants.

Ninth, violations of the maxim of manner occur because they want to make small talk with the partner. Friendliness that is characteristic of Riau society, makes the culture of niceties become commonplace. Often, the participants give a long

and excessive response from what their partner needs because they want to develop familiarity. The arrogant stigma is even pinned on people who are lacking in small talk. They assume that people who are capable of small talk are cooperative people.

Tenth, violations of the maxim of manner occur for reasons of lying. Two respondents ignored the maxim of manner for reasons of lying. They say that when there is something they cover usually they will answer with convoluted answers to avoid the actual facts. In addition, they also use obscure expressions when lying. They show serious expressions even though this is only to trick the partner.

Eleventh, violations of the maxim of manner occur due to habitual reasons. Of the 79 respondents, two of whom claimed to provide information that was not short, ambiguous, halting, and unclear expressions for habitual reasons. When the speech event takes place, they feel it just happens. Therefore, they assume that the response given is a habit.

Twelfth, violations of the maxim of manner occur because of the reason for wanting to maintain good relations with the said partner. One respondent ignored the maxim of manner for this reason. This reason is also related to modesty. According to him, using convoluted speech indirectly, he is also trying to maintain good relations with his partner. If delivered directly, he is worried that his partner will feel uncomfortable. This usually happens when speakers expect help from their partners.

From the results of the research on the reasons for violating the maxim of manner in the Grice's principle of cooperation, some research findings were obtained. First, the maxim of manner in the Grice's cooperative principle is not relevant to the speech of Indonesian Language and Literature Education Study Program FKIP UIR with the sociocultural background inherent in each student. Second, the manner concept that was sparked by Grice contradicts the manner concept understood by students. If Grice mentions that cooperative speech is a short, clear, collapsed, and unambiguous speech, for students it is precisely in many cooperative speech situations that it must ignore it all for reasons of politeness. Third, as long as the maxim of manner of Grice's is used as a theory to analyze the speech of the people in Riau, violations of maxim will always occur.

## 5 CONCLUSIONS

After analyzing the research data, the following conclusions are summarized. First, the cooperative principle offered by Grice cannot be universally applied in all languages. This is because every language has its own uniqueness. In addition, the culture of a language will greatly influence cooperative or non-cooperative speech.

Secondly, violations of the principle of cooperation in the speech of Indonesian Language and Literature Education Study Program FKIP UIR are caused by a number of factors that are closely related to the culture in Riau.

Third, the maxim of quantity is the reason for violating the most dominant maxims because of the efforts of the speakers and the speech partners so that the speech is clear so that it does not cause the same questions related to the information provided. This shows that based on sociocultural, Indonesian Language and Literature Education Study Program students FKIP UIR highly prioritizes the comfort of their speech partners in communicating. This is indicated by his willingness to provide a number of information that can satisfy his partner's curiosity.

Fourth, at the maxim of quality, the most reason for violation of maxims is joking factors. This shows that based on sociocultural, Indonesian Language and Literature Education Study Program FKIP UIR students have a high sense of humor.

Fifth, at the maxim of relevance, the most reason for violating the maxim is due to the effort to give refusal in a subtle / indirect manner. This subtle / indirect rejection also shows that based on sociocultural, Indonesian Language and Literature Education Study Program students of UIR FKIP highly uphold the principle of politeness in speaking, including in the context of rejection speech. This is done so that the partner does not feel offended or uncomfortable in communicating.

Sixth, at the maxim of relevance, of the most reason for violation the maxim is reason for politeness. This shows that based on sociocultural, Indonesian Language and Literature Education Study Program students of FKIP UIR have applied Malay culture in Riau. In Malay culture, politeness is related to problems of shame, courtesy, and adat.

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