

VIOLATION MAXIM OF COOPERATION PRINCIPLE OF COMMENTS IN JOEL OSTEEN'S QUOTE ON FACEBOOK

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Abstract

This research primarily focused on violation maxims of cooperative principle on comment in Joel Osteen's quote in Facebook by using Grice's theory. This research applied descriptive qualitative method to examine the utterance of comments in Joel's quote by using observational method and non-participatory technique and as the way collecting the data. The finding data of the research showed; violation of maxim (for telling the rightness, stating, describing, acknowledgment and giving information), the violation of the maxim quantity (for giving information and acceptance), the violation of the maxim relation (for supporting, conclusion, truth, and the importance) and the violation of maxim manner (for asking opinion, encouragement and appointment). The violation of each maxim occurs for some purposes and reasons based on the context and topic.

Keywords: pragmatics, cooperative principle, violation maxim

1. INTRODUCTION

Communication is the main way of people in the world to convey an information or message to the hearer both in spoken and written. Nowadays, people also communicate to convey their opinions, responses or requests with each other not only spoken or letter, but it can be appeared by utterance through electronic letter as people used usual in social media. Communication runs smoothly if the speaker and the hearer cooperate with each other. As Cendhani (2018) cited that cooperation means that each party must contribute to each communication by providing information that is appropriate to what the speaker is expected to hear. The information referred must be factual, relevant, concise, and orderly to work out the communication runs well.

For building communication the attentions of participants is required as the rules in communication. Grice (1989) proposed a principle named the Cooperative Principle. According to Grice, for understanding communication, Cooperative Principle divided into four maxims: maxim of quantity is concerned with truth telling, maxim of quality concerned with the amount of information, maxim of relation means be relevant, and maxim of manner means avoid obscurity, ambiguity, unnecessary or prolixity and be orderly. Although the

principles have been explained clearly, unfortunately, in some communication, the violations of this principle still occur.

There are several researchers that have analyzed about the violation of the maxims such as in the case of analysis and classification in written and spoken form. Ulliyadhi & Raharja (2019) analyzed about the maxims of cooperative principle in spoken of a comedian. Their research classified the maxims of cooperative principle and explained how Dodit Mulyanto violates cooperative principle to raise humor in “Stand Up Comedy Indonesia season 4”. This research found the violation maxim of quantity, maxim of quality, maxim of relation maxim of manner. The most dominant type of violation used was the violation maxim of relation.

Aristyanti, Sutopo, & Yuliasri, (2020) stated, flouting of maxim addressed the knowledge about conversational implicatures. This research analyzed the flouting of maxim in creating humor. From this research, the researchers found flouting of quality maxim, flouting of quantity maxim, flouting of manner maxim and flouting of relation maxim,

In other side, Dewi (2017) has analyzed the maxims of cooperative principle in written at a comic. Similarly, the research also found the violation maxims of cooperative are quantity, quality, relevance, and manner. Another researcher also analyzed the violation of maxim of conversation in a movie. Sapalakkai (2018) studied cooperative principle to find out the violation of maxim through conversation in *The Pursuit of Happiness* movie. From this studied, the writer conclude that the flouting of the maxims was part of effort in life in giving contribution for success. Similarly, Ulfa & Afrilia (2018) analyzed the flouting of maxim in “*The B.F.G*” movie. Through this research, the researchers conclude that the flouting of maxim has done with different personalities and communities. From this research, the researchers also found flouting maxims of quantity, flouting maxims of relevance, flouting maxims of quality and flouting maxims of manner.

Meanwhile, Fauji sari, Nuraini, & Muthalib (2019) analyzed the impact of violation of maxim on effective communicative through utterance in movie. From the research, the researcher found out violation of maxim violation has affected the effectiveness of communication. The researchers also stated violation of maxim holds an important role in maintaining the effectiveness of communication. The violation of maxim also has function in achieving politeness at the same time (Hassani & Salatiga, 2019). Beside of making humor, effectiveness and politeness, violation of maxim also used as the intentions make jokes, and run the conversation smoothly (Hassani & Salatiga, 2019).

Related to explanation above, this research would be focus on the analysis of the maxims found in the comments of Joel Osteen’s quote in Facebook. First, find out types of maxims and the second to identify the violation of the maxims that used in comments of Joel Osteen’s quote in Facebook. In conducting this research, the researchers were interested in examining the violation of maxims because this has become a serious problem in daily life. People need to know how important the principle of cooperation is in a communication to get the goal of the communication they are doing and not to cause a misunderstanding. The

researchers chose Facebook as the place of the object of the research; the first because it is known that Facebook is one of the famous social media which is used of people around the world to do communication and the second reason is also known that Facebook has used of people in the world to do their activities. Thus the researchers would get various of data in this research.

2. LITERATURE REVIEW

2.1 Pragmatics

Pragmatics is one of linguistics field which studied meaning of utterances and how people understand a communicative situation. According to Leech (1989) Pragmatics is the study of the meaning related to the speaker or user of the language and the hearer in particular situation. Similarly with Yule (2010) stated, pragmatics is the study of meaning communication of speaker as user and listener as interpretation. In other words, pragmatics is abstraction between the study of language in total abstraction from the situation, and the study of more socially specialized uses of language. The interpretation is taking situation while the speaker and hearer releasing or understanding the word, based the context, background as well as the relation between the users of those words. Pragmatics also considers study utterances those sentences which are actually uttered by speakers of a language.

2.2 Cooperative Principle

One of the most influential accounts of Cooperative principle is Grice. The Cooperative Principle has proposed by H. P. Grice. Grice framed his account as an account of conversations; it can be extended in obvious ways to other communicative situations, but shall confine for the sake of economy to conversations. Cruse (2000 p. 355) cited “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 (Grice, 1989).

The cooperative principle was elaborated by means of a set of maxims, which spell out what it means to co-operate in a conversational way. Grice divided the cooperative principle into four maxims. They are maxim of quality, maxim of quantity, maxim of relation, and maxim of manner.

2.3 Classification Gricean maxims of cooperative principle

1) The maxim of quality

According to Cruse (2000) the maxim of quality is concerned with truth telling. Similarly with Grice (1989) that the maxims of quality is making your contribution is true. According to Grice, maxim of quality has two parts: (1) Do not say what you believe to be false; (2) Do not say that for which you lack adequate evidence. In other words, this maxim means do not make unsupported thing for your statement even though in real life people often wordy.

2) The maxim of quantity

This maxim category concerned with the amount of information (taken in its broadest sense) an utterance conveys. Grice (1989) stated maxim of quantity is:

- I. Make your contribution as informative as is required for the current purposes of the exchange in which you are engaged.
 - II. Do not make your contribution more informative than is required.
- 3) The maxim of relation

This maxim is very simple. The rule of this maxim is relevant. Cruse (2000) cited from Leech stated that is just be relevant. The point of this maxim is that it is not sufficient for a statement to be true for the connection between what the speaker says and the addressee hears is related each other.

- 4) The maxim of manner

This maxim has four rules; (i) Avoid obscurity, (ii) Avoid ambiguity, (iii) Avoid unnecessary prolixity, (iv) Be orderly. Cruse (2000) stated this maxim is generally regarded as being less important than the others. In other words, utterance that is conveyed must be clear. There are two kinds of clarity; the first, clear text is constructed by syntax and phonology of the language, the second, clear message is when the sense of illocutionary goal conveyed is understandable.

2.4 Violation of Gricean Maxim

Grice (1989) explained that violation of maxim appeared when a speaker who violates a maxim will be liable to misled. The speaker or the listener considered to 'violate' the maxim when they are sure the interlocutor will not know the fact and will only fathom the literal meaning of the words.

In maxim of quality, the speaker should convey something tangible and factual. That statement should be supported and based on clear evidence. If the statement is untrue, it means the speaker or the hearer violate the maxim quality.

In maxim of quantity, the speaker should provide information which is sufficiently informative. The speaker or the hearer considered violating the maxim quantity if she/he did not deliver enough or more information regarding the topic that was being discussed.

In maxim of relation, both speaker and hearer ought to make a relatable contribution about something being discussed. If they discuss something that unmatched with the topic, it means they violate the maxim of relation.

In fulfilling maxim manner, the speaker and the hearer avoid obscurity, ambiguity, be brief, and be orderly or he/she may be said to violate the maxim. Grice (1989) explained that the speaker or the hearer violated maxim manner if she/he gave an obscure reference, gave a vague answer, said everything except the thing that was expected to hear, or stated something that was not brief or orderly.

3. Method research

This research used the descriptive qualitative research method which used pragmatics approach to analyze the data. The data in this research was taken from the utterances comments of Joel Osteen's quote in Facebook. This research used

the observational method and non-participatory technique for collecting data which the researchers did not involve in the comments, only used note taking technique.

This research focuses on analyzing the flouting of Grice’s Cooperative Principle maxim of utterances in comments of Joel Osteen’s quote in Facebook. Then classify the utterance of the comments into four maxims of Grice’s Cooperative Principle.

4. RESULT AND DISCUSSION

4.1 Result

According to the result analysis, there are 30 utterances of comments has violation of maxim. Each of the utterances divided into part of violation of maxim cooperative principle. There are (10) comments of violation maxim quality, (6) comments of violation maxim quantity, (6) comments violation maxim relation and (8) comments of violation maxim manner. The researchers determine the types and the violation were finally reported by the researchers. The types of maxims cooperative principle as explained can be seen from the data below:

Table 1 Maxims of cooperative principle in comments of Joel Osteen’s quote in Facebook

No	Types of maxims	Total amount
1	Maxims of quality	10
2	Maxims of quantity	6
3	Maxims of relation	6
4	Maxims of manner	8
Total number of data		30

4.2 Discussion Types Violation of Maxim

Table 2 Quote of Joel Osteen

<i>Quote</i>	<i>Joel</i>	<i>When you tell someone, “I love you. I’m proud of you. You did a great job on that project.” You’re not just being kind; those are healing words (joelosteen_2020)</i>
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Maxims of quality

Leech (1989) stated, maxim of quality considered the amount of information to avoid telling untruth. Violation maxim of quality appears when the statement has support statement event the statement related to each other. Maxim of quality has 2 conditions:

1. Do not say what you believe to be false
2. Do not say that for which you lack adequate evidence

The violation of maxim quality as explained above can be seen from the data bellow:

Data 1:

You hit the nail on the head. One word can change a life Everybody should has sympathy and kind-hearted. Whatever we need to encourage and praise to other, proud to others. That's a great word!

Analysis:

This sentence has taken from comment of the quote done by Joel. This sentence has violated maxim of quality because the statement appears a statement by using a phrase “*You hit the nail on the head*”. It must be just the statement of *That's a great word!* to fulfill the maxim quality. The speaker violates the maxim for telling the rightness of the quote.

Data 2:

True words Mentor, some people are specialist in hurting; but I keep on encouraging myself because Greater is the end than the beginning through Christ Jesus who strengthen me. Amen

Analysis:

This comment violate the maxim of quality by speaker said an untruth statement where the hearers or readers do not know it is true or not that the speaker encourages his/her self. The speaker violates the maxim of quality by making other statement in the statement for giving information that there many people in hurting.

Data 3:

Whoever is reading my comment, you have a seeds of greatness, you are child of most high God, I pray for you healing, provision and breakthrough in your life, in Jesus name, Amen

Analysis:

This comment has violated the maxim of quality. The speaker used statement which does not have sufficed evidence to support the statement. The speaker violated the statement for stating that the speaker is one of person who did what the quote means.

Data 4:

So true ! I do that every day at my job. Some people come in grumpy and full of drama that they have looks that could kill . I'm always kind in words and giving help if they accept it . But I know God knows I've tried. Thank you ! I love all your sermons

Analysis:

This comment violated the maxim of quality by giving statement which is just the speaker believe. The speaker violated the maxim of quality to describe what the speaker faced.

Data 5:

That is so true, my husband always compliments me all the time, he's the best man in the whole world

Analysis:

The comment violated the maxim of quality by speaker statement that his husband is the best man. However, it is believed by speaker itself. People will not agree with the speaker if his husband is the best man. The speaker violate the maxim for acknowledge others there someone who did the thing related to the quote.

Maxim of quantity

This maxim concerned the amount of the information. The speaker or the hearer considered violating the maxim quantity if she/he did not deliver enough or more information regarding the topic that was being discussed.

The violation of maxim quantity as explain above can be seen from the data below:

Data 1:

Yes it is really a big help when we can receive even a simple recognition and care from other fellow in moments when we are not sure how to step moving on wars from our past. But God is good. He will never let us down nor abandon anyone for God will use someone to heal our wounds. God understands us more deeply because God in Jesus Christ was once wounded and Jesus is our ever wounded healer.

Analysis:

This comment showed up the violation of maxim quantity. This statement delivered more information about to the topic. The speaker violated the maxim of quantity in this statement to support the topic regarding to the topic.

Data 2:

Thank you! This is so True! It is never wrong to be kind; even when it isn't accepted by the other person!

Analysis:

This comment has a statement to explain the acceptance of the topic related to the quote. That's why this statement violated the maxim of quantity by giving more information to the topic.

Data 3:

Then there is that one person... no matter what, just hearing their voice or name just sends anxiety zoom to the roof

Analysis:

This comment violated the maxim of quantity due to the information is not enough.

Maxim of relation

Maxim of relation is not sufficient for a statement to be true for the connection between what the speaker says and the addressee hears is related each other. The violation of this maxim appears when the speaker discusses something that unmatched with the topic.

The explanation how this maxim violated can be seen from the data below:

Data 1:

A new commandment I give to you, that you love one another: just as I have loved you, you also are to love one another. By this all people will know that you are my disciples, if you have love for one another. - John 13:34-35

Analysis:

This comment is a quote which was taken from the bible by speaker. This comment violated the maxim of relation because it was out from the topic discussed. Even the comment related to the topic but it was not belong to the speaker. The violation of the maxim relation in this comment has used by speaker for support the truth of the quote related to the topic.

Data 2:

Words of affirmations are one of the five love languages. When you say this up lifting words you fill up their love tank. And it's God's love language too, He writes in His Word what a beautiful treasure we are to Him, Royal priesthood, holy nation. Start off your day by telling yourself what God says of you

Analysis:

The violation of maxim relation appeared in this comment when the speaker explained about the affirmation of the word. Even though the explanation of the word still related to the topic but it was out from the context. The violation of the maxim relation in this comment is for explain the importance what topic discussed about.

Data 3:

I realized in life pulling others up is also pulling yourself up. Thats Whats Up

Analysis:

This short comment shows the signification of the quote related to the topic. This comment violated the maxim of relation by the statement of the speaker is like making conclusion of the quote.

Data 4:

Pastor Joel I just love your teachings they lift my spirit. People have always looked down on me but your teachings are very encouraging God bless you and your family Amen!!!

Analysis:

This comment has violation the maxim of relation. The speaker appreciated Joel as owner of the quote through the statement. The speaker violated the maxim of relation due to the statement related to the owner of the quote. It is not related to the topic of the quote.

Maxim of Manner

Maxim of manner is about the clarity of the statement. As Grice (1989) explanation which is the violation of maxim manner occurs if speaker/hearer gives an obscure reference, a vague answer and says everything except the thing that was expected to hear, or stated something that was not brief or orderly. The violation of maxim manner as explain above can be seen from the analysis data below:

Data 1

What about when people needed refuge from a hurricane and someone wouldn't open the doors to a church?

Analysis:

This comment is about asking opinion through the quote. But this comment has violated the maxim of manner because this statement expected not to hear and this is really obscure statement. While the topic of the quote is about how the reader or the hearer acts to others, this comment is about the act of the others. It meant that it is a violation of maxim manner.

Data 2:

We As Gods children supposed to be kind to others be helpful be encouraging and Always love one Another I thank you Jesus for my kind heart it belongs to you lord keep guiding me in your path I want to walk like you talk like you I want to be faithful just like you lord Amen

Analysis:

This comment appointed a certain people, while the quote shown for everyone. Regarding to this statement means that it was a violation of manner. The violation of the maxim manner by the speaker in this comment is about appointed who the people should do it.

Data 3:

Your survival today in dealing with your difficulties solely depends on your Hopes of not giving up. If you are hopeful of a positive outcome, you will surely have them. The truth is; Hope is the one thing that is stronger than fear. Be "HOPE-FUL

Analysis:

This comment is a message about encouragement for the readers or hearers who in difficult situation. This statement violated the maxim of manner due to the reference of the statement is obscure. The violation of this statement is an encouragement others.

5. CONCLUSION

The researchers concluded that the violation of maxim cooperative principle in comments of Joel Osteen's quote appeared for some purpose. From the analysis data took from the comments randomly, the violation of maxim cooperative principle appears as violation of maxim quality, maxim quantity, maxim relation and maxim manner.

From the analysis data above the researcher also found the purpose or the function of each violation of maxim. The violation of maxim quality occurs for telling the rightness, stating, describing, acknowledgment and giving information. The violation of the maxim quantity occurs for giving information and acceptance. The violation of the maxim relation occurs for supporting, conclusion, truth, and the importance. The violation of maxim manner occurs for asking opinion, encouragement and appointment. The violation of maxim appear for many reasons and purposes.

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