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FLOUTING MAXIM IN NETIZEN'S UTTERANCE ON THE COMMENT PAGE POPO BARBIE TIK TOK ACCOUNT

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Abstract

The cooperative principle proposed by Grice stated “make your 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”, but in the real life communication, this principle was often being flouted which was known as flouting maxim. This research aimed to describe the flouting maxim phenomenon in one of Indonesian Social Media, Tik Tok Application. From the analysis of the collected data, the writers found that some conversation of netizens in the comment page in Popo Barbie Tik Tok account contained flouting maxim, whether it is flouting maxim of quantity, quality, relevance, and also manner. When the flouting maxim happened, it contained certain implicature, in which the speaker intended to deliver certain implicit message, such as assuring the hearer, and giving mocking”

Keywords: Cooperative Principle, Maxims, Tik Tok, Popo Barbie

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I INTRODUCTION

Language is an inseparable part of human life because of its function as a communication tool. The process of communicating can be done in writing or verbally. There is a difference between the use of written language and spoken language, when someone uses written language, the language used is in a formal format and pays great attention to the grammar used, whereas when spoken language is used, speakers tend to pay more attention to how the content of the utterance is conveyed properly rather than paying attention to the grammar of the resulting utterance. In a communication, the speaker will convey a certain message conveyed through language and the interlocutor will try to capture

the meaning of the message conveyed. So, to create a good communication, the speaker and the interlocutor must understand each other well. However, it is often found that the meaning of the utterance conveyed by the speaker cannot be understood. However, it is often found that the intention of the utterance conveyed by the speaker cannot be understood properly by the interlocutor because the speaker conveys his message in a unclear, ambiguous, or uncoordinated manner.

In linguistics it is explained that good communication can be done by following the "Cooperative Principle" or the Cooperation Principle presented by Paul Grice. The principle of cooperation is defined as “make your

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". Basically, the principle of cooperation explains that in communication, each participant must contribute well. The intended contribution is to provide sufficient information to the interlocutor, namely information that is correct, clear, coherent, and relevant to the conversation. In this principle, there are four maxims that must be applied to create a good communication, namely maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner.

In fact, in communication the four maxims are not always obeyed by the speech participants. When maxims are not followed or obeyed in a communication, then this is what is called "Flouting Maxim" or Violation of Maxims. In her book, Jenny Thomas says "when flouting a maxim, the speaker does not intend to mislead the hearer but wants the hearer to look for the conversational implicature, that is, the meaning of the utterance not directly stated in the words uttered. Therefore, when the speaker intentionally fails to observe a maxim the purpose may be to effectively communicate a message". From what Thomas said above, it can be concluded that when the speech participant violates the maxims in communication, he hopes that his interlocutor can catch the meaning of his words where the message he wants to convey cannot be stated explicitly. This is because when the maxim is violated it will bring up an implicature or a hidden meaning of an utterance. When a maxim violation occurs in a communication, actually there are special functions that you want to use, such as to maintain good relations between the speaker and the interlocutor because the language used will be better and more polite when violating the maxim. The study of the violation of these maxims is part of a pragmatic study. In simple terms, pragmatics can be defined as a study that focuses on the meaning of utterances conveyed by speakers (writers) and interpreted by interlocutors (readers). This is because the utterance delivered by a speaker may indicate something else that is not clearly visible in an utterance. Pragmatics is a science that examines the use of language in communication. Thus, what is studied in pragmatics tends to be more about what speakers mean by their speech, not

merely studying words, phrases, or clauses in an utterance. This meaning is then called implicature. To understand the concept of implicature, here are examples of utterances that contain implicatures:

A : Have you finished your pragmatic task, Bob?

B : I still have a lot of translation deadlines.

In the example of the short conversation above, it can be seen that the answer given by B is not relevant to the question posed by A, so this answer is classified as a violation of the maxims conveyed by Grice. However, when we examine further, it will be seen that speech B contains implicatures to answer question A. Speech B contains the implicature "I have not done my pragmatic task because I still have a lot of translation deadlines. After my translation is finished, I will immediately work on it." To understand the implicatures contained in an utterance, the speech participants must look at the conditions around them, both physical conditions and social conditions. This condition is called context. So, in the process of interpreting or interpreting an utterance, one must pay attention to the surrounding context. In order to conduct research on the violation of maxims in a speech in a conversation, the writer uses film as a way to examine this phenomenon. In this study, the author uses comments on Popo Barbie's Tik Tok account. Tik Tok is a social networking application and music video platform where users can create, edit, and share short video clips complete with filters and accompanied by music as support. With this application, users can create unique short videos quickly and easily to share with friends and around the world. one of the owners of the Tik Tok Popo Barbie account has gone viral through several videos that he has uploaded. The author is interested in seeing the form of maxim violation on the comment page given by netizens to the videos that have been uploaded by Popo Barbie on the Tik Tok application. The utterances contained in conversations with this kind of theme will be interesting to analyze, especially in terms of flouting maxims, because speakers quite a lot use certain utterances that contain implicit meanings.

The figure of Popo Barbie, a TikTok artist, is known for his characteristic that is often

unique in appearance, besides that he has thick makeup on his face. Popo TikTok often shares content on his TikTok account, the content he makes is almost all funny and invites laughter. Popo is a young man from the Sungai Penuh area (Jambi) who is currently around 24-25 years old. Currently Popo Barbie has 1.1 million followers and 41.1 million likes. From the reasons above the writers have desires to make a research about Flouting Maxim on Netizen's comments in Tik Tok, especially in Popo Barbie account. In this case writers make questions base on the research. First, what are the maxim which get the flouting maxim? Second, what are implicature meaning which could get from the flouting maxim?. Purpose of this research are finding the flouting maxim and the implicature meaning which get from Popo Barbie Tik Tok account comment. In this study, the object used is the speech of netizens in the comments page for video uploads from Popo Barbie's account, in this case the video upload being studied is only the video uploaded by @adi.syahreza, 2021, entitled "*Hay calon suami*". This study aims to explain the maxims violated by Netizens who comment on Popo Barbie's video uploads on Tik Tok. In addition, the author will also describe how these maxims are violated, as well as the implicatures that arise as a result of violating these maxims. In communicating, a person will tend to be more communicative so that the messages to be conveyed will be understood by the speaker or listener. Jacob L. Mey stated that "communication requires people to cooperate; the "bare facts" of conversation come alive only in a mutually accepted, pragmatically determined context". In the study of linguistics, this will be closely related to the concept of "Cooperative Principle" or the principle of cooperation put forward by H. Paul Grice where the cooperative principle applies four maxims in it, namely maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner. The principle of this cooperation is defined, "make your 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". From the definition of the cooperative principle above, it can be stated that both the speaker and the listener must have a mutual desire to convey and interpret the meaning of an utterance. In addition, the speaker and the

listener must work together so that the communication runs efficiently. As previously stated, the principle of cooperation proposed by Grice consists of four maxims, as follows:

a. Quantity Maxim

The maxim of quantity states that a speaker must provide information or contributions according to need and not provide more information than what is asked or needed. Therefore, it can be concluded that in the maxim of quantity, a speaker is expected to provide sufficient, relatively adequate, and as informative information as possible. Therefore, if a speaker or speakers provide information that is excessive than what is needed by the interlocutor, this means that a maxim is violated.

In his book, Peter Grundy gives an example of the maxim of quantity as follows:

A: Can you tell me what time it is?

B: it's 5 o'clock

In the example above, it can be clearly seen that speaker "B" provides information that is indeed needed by "A", so that in this case "B" has obeyed the maxim of quantity in the principle of cooperation proposed by Grice.

b. Quality Maxim

The maxim of quality explains that the speaker or speaker must convey something in accordance with the facts and a speaker is not obtained to provide information that he is not sure whether it is true or false, or in this case he does not have sufficient evidence to convey information. Grundy in his book also gives an interesting example, namely "Pragmatics is difficult". In this case, a speaker can say that when he has experienced something that makes him able to say that the Pragmatics course is difficult for him, for example, he once got a D for it, but if he has never taken a Pragmatics course, he will not I can say that because it would violate the maxim of quality.

c. Maxim of Relevance

The maxim of relevance provides an explanation that a speaker or speaker must provide relevant information so that there is good cooperation between the speaker and the listener in a communication. To be clear, here is an example:

A: Is there a doctor in the house?

B: I'm a doctor

In the discussion above, it can be seen that speaker "B" provides relevant information so

that the principle of cooperation works well between the two in a communication.

d. Maxim Of Manner

The maxim of implementation states that a speaker or speaker must provide clear, direct information and avoid things or information that is vague or ambiguous. Grundy in his book gives the following example:

A: I hear that you went to the theater last night, what did you see?

B: I watch the drama performance.

In the discussion above, it can be seen clearly that speaker "B" gave clear information to "A" about what question he watched the night before. In this case "B" clearly said that he was watching the show. Thus, it can be concluded that the speaker "B" obeys the maxim of implementation. Grice reiterated his statement on

the principle of cooperation, that: "anyone who cares about the goals that are central to conversation/communication (such as giving and receiving information, influencing and being influenced by others) must be expected to have an interest, given suitable circumstances, in participation in talk exchanges that will be profitable only on the assumption that they are conducted in general according to the cooperative principle and the maxims"

From what has been conveyed by Grice, it can be concluded that the principle of cooperation must be applied in communication so that the communication will run smoothly, clearly and not be confusing. However, in reality not all the principles in the cooperative principle can be obeyed by speakers.

II RESEARCH METHODS

The method used in this research is descriptive qualitative. The data to be analyzed in this study is written data obtained from netizens' speech from the Popo Barbie video on Tik Tok. All conversations in the comments page were listened to by the researcher to see which utterances or conversations contained maxim violations. Thus, in the process of providing data, the referencing method is the appropriate method used in this research. The author uses a pragmatic equivalent method to perform data analysis. In the process of analyzing the data that

has been collected, the researcher will classify the maxim violations found into four kinds of maxim violations, namely the violation of the maxims of quantity, quality, relevance, and manner. These maxims are in accordance with what Grice mentioned in the cooperative principle described in the previous chapter. Then, the researcher will see the pattern or how the maxim violation is found in Netizen's speech. After that, the writer will try to describe what implicatures or what goals are contained in the violated maxims.

III RESULTS AND DISCUSSION

Maksim's Violation in Netizen's Speech on the Popo account's Tik Tok comment page

In the Popo Barbie video uploaded by @adi.syahreza, entitled "Hay Calon Suami" gives a story between two people, namely Popo Barbie artfully and also Tik Tok artist Adi Syahreza. In this case, Adi Syahreza deliberately visited Popo Barbie's place to collaborate on Tik Tok videos. Popo Barbie and Adi Syahreza are seen in a hotel room and making a Tik Tok video. as usual Popo who is a man dressed up like a woman with a bald haircut gives a funny

impression to the viewer. The speech in the video is as follows:

Popo : Oh yaa... sekarang Popo udah nggak jomblo lagi, Popo sekarang udah punya calon suami. Ni calon suami Popo, besok kami akan menikah... hehehe.

Adi Syahreza : Iya... hahahaahah
Popo : Tuh, ini calon suami Popo ni, besok kami akan menikah

Adi Syahreza : Halo... iya tungguin aja undangannya ya... hahahaha

Popo : Oh..yaa... Popo is not alone anymore. Popo now has a future husband. This is Popo's future husband. Please look at Popo's future husband. Tomorrow we will get married heheheh. (points the camera at the man in question)

Adi : Yes... Hahahaha

Popo : This is popo's future husband. Tomorrow we are getting married.

Adi : Hello... yes we will invite all of you. Hahahahaha

tok artist named Ragil who has deviant sexual behavior who currently lives in Germany. In the second utterance, it was said on the comment page by ahna3 by saying " *Heh Popo berbie nama kamu jangan Popo berbie diganti popok bayi aja tau (ahna 3)*" of course it doesn't need to be mentioned and is not needed in the speech about going to carry out the wedding By Popo Barbie and Adi Syahreza. However, with this utterance ahna3 gives the meaning that she wants to insult Popo barbie who acts like a baby diaper that is smelly and mushy. The same as analysis 2, Utterance 3 also gives a mocking meaning to Popo Barbie by saying his shortcomings.

b. Violation of the Maxim of Quality

Basically, the violation of maxim of quality is when a speaker does not provide information that is in accordance with reality or doesn't tell the truth.

At the time of this research there were 3702 comments that had been given to the video story uploaded by Popo Barbie on Tik Tok. On the comment page, there are several violations of the maxims contained in netizens' utterances on the Tik Tok Popo Barbie comment page.

a. Violation of the Maxim of Quantity

Violation of the maxim of quantity can occur when the speaker provides more information than what is needed by the interlocutor or listener.

Utterance 1

Akhirnya mereka bisa bertetangga dengan bunda Ragil di Jerman. (Jendral Oyen)

Finally they can be neighbors with Mrs. Ragil in Germany (Jendral Oyen)

Utterance 2

Heh Popo berbie nama kamu jangan Popo berbie diganti popok bayi aja tau (ahna 3)

Hey Popo berbie, your name, don't Popo berbie, just change the baby's diaper, you know

Utterance 3

Tapi lu benjol dan botak (ika)

But you are lumpy and bald

The three utterances above have violated the maxim of quantity where their utterances provide completely unnecessary information. On utterance 1 given by a netizen with the Jendral Oyen account " *Akhirnya mereka bisa bertetangga dengan bunda Ragil di Jerman* " indicating this information is not needed at all in the speech given by Popo Barbie and Adi Syahreza, but it can be seen that Jendral Oyen wants to emphasize their behavior just like a tik

Utterance 4

Dan mereka bahagia di Jerman (piaa)

And they are happy in Germany

Utterance 5

Kenalin gw suami sah Mayang (ogieska)

I'm Mayang's Husband

Utterance 6

Pelet yk (ardi)

Did you do pelet?

The three utterances above clearly have violated the maxim of quality by giving speeches that are completely unproven. piaa account speakers say " *Dan mereka bahagia di Jerman*" gives a view of the other meaning of the utterance, while they are not in Germany at all and don't talk about Germany at all, but the speech is given because the speaker feels that people who have Sexual perversion has a place in Germany and can be happy as experienced by Tik Tok artist Ragil who has happily lived in Germany with same-sex marriage. It's different with the Ogieska speaker's speech which gives a satirical meaning to a character who is currently viral for fighting over her sister Vanesa Angel's inheritance, who is a public figure in Indonesia and died in an accident on November 4, 2021. Mayang is currently the person who gets bullied a lot from netizens in Indonesia. Indonesia.

Ogieska's utterance " *Kenalin gw suami sah Mayang* " is a story that is not informative at all because that's not the truth. The story was given because Ogieska wanted to mock Mayang and Popo Barbie at the same time. Even more unique in ardi's speech which says "*pelet yk*". Pelet are magic obtained to attract the attention of the opposite sex. The information provided by ardi is not necessarily true because Popo and Adi are not necessarily a real couple because they could have made the video just for content. Pellet was said by ardi because there is no way Popo who has an unattractive appearance can get Adi Syahreza who has an attractive appearance.

c. Violation of the Maxim of Relevance

As explained in the previous section, in the maxim of relevance, a speaker must provide relevant information. Then, when this is violated, the maxim of relevance will be violated.

Utterance 7

gw lagi makan po ⊗ (*kia*)

I am eating, Po

Utterance 8

batang-batang (*julian*)

Stems

Utterance 9

mne jenglot (*MXB\MOCHI*)

Where is Jengglot?

Speakers in speeches that violate the maxim of relevance above have given implicature meaning or implied meaning in their speech. Utterance 7 by a *kia* speaker "I'm eating po" shows that there is absolutely no connection between utterance 7 and the video uploaded by Popo, but it has given implicit meaning where by watching Popo's video, which is considered disgusting, makes *Kia*'s appetite disappear. it's different with the *julian* speaker who says "batang-batang" which obviously has nothing correlation with Popo's video, but the word "batang-batang" can have an implicature meaning male genitalia. *Julian* mentions the

word "batang-batang" which means there are more than one trunk that compares Popo's and Adi's sex. Utterance 8 is much more interesting because in the speech "mne jengglot" is not very relevant to the speech given by Popo and Adi in their video. If you look at the existing context, the speaker wants to liken Popo to a jengglot. Jengglot is a stuffed toy that has various sizes (about 10–20 cm), dark skin with a rough texture (like a mummy), has a skull-like face and fangs sticking out and has long hair and nails. By understanding what a jengglot is, of course, it gives implicature meaning where *MXB\MOCHI* wants to ridicule that Popo Barbie is similar to Jengglot.

d. Violation of the Maxim of Manner

Violation of the maxim of manner will occur when a speaker or speaker provides ambiguous and unclear information. The utterances that violated of maxim manner could be seen in this discussion.

Utterance 10

Asri gimana ya? (*neisha*)

What about Asri?

Utterance 11

Tadi nyari calon istri namanya putri (*CINDY*)

You were looking for a future wife, her name was Putri

In this maxim violation, there was a misunderstanding between netizens and Popo Barbie through the video that was uploaded first. Contextually previously Popo had uploaded a video showing that he had repented and had become a real man. After that Popo uploaded a different video showing that he was still the same Popo, a man who behaved like a woman. The speech " *Asri gimana ya?*" and " *Tadi nyari calon istri namanya putri* " which explained the ambiguity of the speech that occurred between Popo and Netizens.

IV CONCLUSIONS

Grice stated that to be able to carry out good communication, a speaker and the interlocutor must adhere to the cooperative principle which consists of four maxims, namely the maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. However, in everyday life, the principle of cooperation is not always obeyed by language users. It is often found that there are violations of maxims (flouting maxims) where a speaker has a certain intention with such speech. Social Media as one of the representations of people's lives is a good enough object to analyze the violation of maxims. The social media in the Tik Tok

application above shows that the violation of maxims in communication does occur. From the analysis that has been done above, the writers found several conversations that contained violations of maxims, namely violations of the maxims of quantity, quality, relevance, and manner. When a maxim violation occurs, there is a hidden meaning contained in the form of the actual meaning that he will convey. For example, from the analysis of the violation of maxims in netizens' utterances, there are several implicatures contained, for example convincing the hearer, giving ridicule.

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