

**VIOLATION OF MAXIM ON SOCIAL
MEDIA CONVERSATION OF ELE
STUDENTS
OF GANESHA UNIVERSITY OF
EDUCATION**

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ENGLISH LANGUAGE EDUCATION

ABSTRACT

Cooperative Principle (Grice, 1975) consists of four maxims in which help people to be more cooperative in their communication; including maxim of quality (rules of truthful utterance), maxim of quantity (rules of exact amount of information), maxim of relation (rules of relevancy toward certain topic discussed) and maxim of manner (rules of using clear statement). But in communicating, sometimes people do not always say what they truly mean. Due to a certain purpose, people tend to lie and hide their intention behind their utterances. Based on each intention and purpose, people then violated maxims in Cooperative Principle. The violation then also found not only in direct conversation but also indirectly in a written social media interaction. According to the data in a conversation between ELE's students, 74 utterances found to violate maxims. The interview also had been conducted to maintain the originality of the data. The result then shows that there are violations occurred due to variety of reasons, such as emotional engagement, jokes, avoiding taboo as well as minor occurrences of purposes such as sarcasm, invitation, uncertainty, disturbance, reminder, politeness, time-saving, refusal, additional information, habit, exaggeration, suggestion, negotiation, correction, persuasion, and claim. In some cases, because of the similar age and same level of the hierarchy, college students of ELE tended to interact less formal and violate maxims by shortening the format of their sentence into a certain pattern; such as making it into one word or two words but still showing the same meaning.

Keyword: maxim violation, social media, conversation, Cooperative Principle, purpose

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Prinsip Kooperatif (Grice, 1975) di dalamnya mengandung empat maksim yang membantu orang-orang lebih kooperatif dalam percakapan mereka; termasuk maksim kualitas (aturan ucapan yang benar), maksim kuantitas (aturan jumlah informasi yang tepat), maksim hubungan (aturan relevansi terhadap topik tertentu yang dibahas) dan maksim etika (aturan menggunakan pernyataan yang jelas). Namun dalam berkomunikasi, terkadang orang tidak selalu mengatakan apa yang sebenarnya mereka maksudkan. Karena tujuan tertentu, orang cenderung berbohong dan menyembunyikan niat mereka di balik ucapan mereka. Berdasarkan setiap maksud dan tujuan, orang-orang kemudian melanggar maksim Prinsip Kooperatif. Pelanggaran kemudian juga ditemukan tidak hanya dalam percakapan langsung tetapi juga secara tidak langsung dalam interaksi media sosial tertulis. Menurut data dalam percakapan antara siswa ELE, 74 ucapan ditemukan melanggar maksim. Wawancara juga telah dilakukan untuk menjaga keaslian data. Hasilnya kemudian menunjukkan bahwa ada pelanggaran yang terjadi karena berbagai alasan, seperti keterlibatan emosional, lelucon, menghindari tabu serta kejadian kecil tujuan seperti sarkasme, undangan, ketidakpastian, gangguan, pengingat, kesopanan, hemat waktu, penolakan, informasi tambahan, kebiasaan, berlebihan, saran, negosiasi, koreksi, persuasi dan klaim. Dalam beberapa kasus, karena usia yang sama dan tingkat hierarki yang sama, mahasiswa perguruan tinggi cenderung berinteraksi dengan aturan yang kurang formal dan melanggar dengan memperpendek format kalimat mereka ke dalam pola tertentu; seperti membuatnya menjadi satu atau dua kata tetapi tetap menunjukkan arti yang sama.

Kata Kunci : pelanggaran maksim, media sosial, percakapan, Prinsip Kooperatif, tujuan