

ABSTRACT

Violation of Conversational Maxims Found In Netflix Documentary “Ice Cold: Murder, Coffee, and Jessica Wongso”

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This study focuses on maxim violation done by the informants in Netflix documentary film titled “Ice Cold: Murder, Coffee, and Jessica Wongso” using Grice’s theory. The objectives of study are to discover the type of conversational maxim violation, the impact on effective communication, and the relevancy in communication using relevance theory. The data is conversation that contain maxim violation in the Ice Cold documentary film. This research was conducted by using qualitative descriptive method.

The results of the study show that there are three maxims of the cooperative principle violated by the informants in Ice Cold documentary. These maxims are: (1) maxim of quantity, (2) maxim of relevance, and (3) maxim of manner. The dominant maxim that is violated is maxim of relevance which occurred 3 times, whereas the other maxim such as maxim of manner occurred 2 times, and maxim of quantity only occurred 1 time. The impact of those violations causes topic changing, repetition and objection in conversation. However, under the relevance theory perspective, the maxim violations found in this study were done in order to achieve another purpose of communication, though there are violations, the communication remains relevant from the conditional context and individual.

This study contributes unique insights into the application of Grice's Cooperative Principle in the context of a real-life murder case documentary and its impact to the effective communication and relevance theory.

Keywords: Cooperative Principle, Ice Cold: Muder, Coffee, and Jessica Wongso, Maxim Violation, Netflix Documentary, Relevance Theory.