

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

A new Netflix documentary titled “Ice Cold: Murder, Coffee, And Jessica Wongso” has sparked new interest and debate among the public as it has portrayed that informants often give rise to misunderstandings and ambiguity perceptions to the interlocutors (Indra, 2023). This resonates with Grice's Cooperative Principle, which posits that effective communication relies on principles of cooperation and clarity among conversational participants. The documentary's portrayal of such instances underscores the significance of examining communicative interactions through the lens of cooperative principle theory. By delving into the nuances of how informants deviate from the cooperative norms outlined by Grice, the writer can gain insights into the complexities of communication dynamics and the implications of such deviations on audience interpretation and discourse (Ivana & Suprayogi, 2020).

According to Grice (1975) the cooperative principle is a term used to describe how speaker and interlocutors work together to have the same objective to achieve the same meaning. To realize the meaning of utterances, Grice stated that there are four principles of maxims that must be fulfilled to achieve mutual understanding, that are called as Maxim of Quantity, Maxim of Quality, Maxim of Relation, Maxim of Manner. When the participant of the conversation fail being true, genuine, relevant, and being clear in a conversation thus the participant are violating the maxim.

In the context of “Ice Cold” documentary, the informants here fail to adhere the maxims principle because the informants give rise to misunderstandings and ambiguity perceptions to the interlocutors.

Loock (2018) defines documentary films as a narrative form of audiovisual media that aims to portray real-life events, issues, or subjects. Documentaries typically consist of multiple segments, providing an in-depth exploration of their chosen topics. Documentary film gained prominence as a compelling form of visual storytelling and represents a valuable source of data for examining language use and societal dynamics. According to Hazelwood (2018) Studying maxim violation in documentary film can provide insights into how popular culture reflects and influences cultural values and social norms. *Ice Cold: Murder, Coffee, And Jessica Wongso* is a documentary film that explores into the questions surrounding the trial of Jessica Wongso— years after the death of her best friend, Mirna Salihin. The documentary's themes of crime, murder, and trial provide a rich context for exploring the different types of maxim violation that occur in conversations.

The violation of maxim in *Ice Cold* documentary has caused many interesting responses among the public, According to Indra (2023) in his *Jakartapost* article, there are many varieties of viewer impressions a week following the documentary’s airing. The resurgence of public discourse after the case was closed 7 years ago captivated the attention of the writer. Many of netizens heightened their interest in the utterances conveyed by the informants, which contained misunderstandings and misleading information.

Therefore, this phenomenon prompted the writer to undertake a more in-depth examination at how the informants in this documentary violated the maxims in their utterances, giving rise to many public responses to the broadcast. At the end, it aims to identify maxim violation done by the informants in “Ice Cold: Murder, Coffee, And Jessica Wongso” and the impact of the violation of maxims on effective communication.

Previous studies about analysis on maxim violation have been carried out by previous researchers. Researchers have conducted studies on maxim violation in various contexts. For instance, Al-Zubeiry (2020), Boukhelif; Abdelhadi; Sahli (2024) examined maxim violation and its effect to humorous discourse in Saudi Arabia and Algeria. Kurniadi (2021) focused on the teaching and learning process, while Rahmi, Refnaldi, Wahyuni (2018) explored maxim violation in political conversations. Ceballos & Sosas (2018) specifically investigated maxim violation on court proceedings. Ultimately, maxims violation analysis generally applies to pop culture, daily interactions, and talk shows. From the previous research that the writer has found, there is a lack of research on maxim violation in analyzing a murder case documentary. Thus, it is important for writers to fill the gap by examining the maxim violation done by subjects in “Ice Cold: Murder, Coffee, And Jessica Wongso” that have never been done before.

1.2 Research Questions

In accordance to the background of the study, the research questions are:

- 1) What types of maxims appear in Ice Cold: Murder, Coffee, and Jessica Wongso

- 2) How the maxim violation in Ice Cold : Murder, Coffee, and Jessica Wongso seen from relevance theory perspective, and
- 3) What are the impacts of maxims violation by the informants in Ice Cold: Murder, Coffee, and Jessica Wongso to effective communication.

1.3 Research Objectives

The research objectives are:

- 1) To identify maxim violation done by the informants of “Ice Cold: Murder, Coffee, and Jessica Wongso” documentary film and its dominant maxim
- 2) To identify the maxim violation in Ice Cold documentary from relevance theory perspective
- 3) To identify the maxim violation in Ice Cold documentary’s impact to the effective communication.

1.4 Uses of Study

This study is important for two respective reasons. It is divided into theoretical use and practical use.

1.4.1 Theoretical Use

This study is expected to contribute insight and knowledge about the cooperative principle, as well as understanding about how the violations of the maxims indicated by several informants in the Netflix documentary "Ice Cold: Murder, Coffee, and Jessica Wongso." It is also expected to be used as a tool for theoretically studying knowledge at the university level.

1.4.2 Practical Use

a. For writer

This research is expected to be a useful tool in implementing the writer's knowledge about the branch of pragmatics, specifically the cooperative principle and violations of its four maxims, and to face challenges in analyzing the conversation in murder case documentary, as well as being concerned about how language is produced by some informants in a murder case documentary using the cooperative principle.

b. For further researchers

The results of this study can be used as a basis for further research. Then also as a comparison for the development of learning to continue research in the branch of pragmatics and also cooperative principle.

1.5 Scope of Study

This study aims to analyze the violations of conversational maxims in the murder case documentary “Ice Cold: Murder, Coffee, and Jessica Wongso”. It involves a detailed examination of the documenter dialogue and character interactions to identify where the informants fail to adhere to the cooperative principle. The study also aims to find the dominant maxim that violated the most behind these conversations, and will focus on specific scenes in the Netflix documentary film to provide a comprehensive understanding of the different types of maxim violations. The main focus of the study is the utterances by the informants in “Ice Cold: Murder, Coffee, And Jessica Wongso” that contains maxims violation.

