

CHAPTER TWO LITERATURE REVIEW

2.1 Previous Study

Studies on maxim violation have widely been conducted by previous researchers. Studies about maxim violation and its effect on humorous discourse were conducted by Al-Zubeiry (2020) in Saudi Arabia also Boukhelif; Abdelhadi; Sahli (2024) in Algeria. While Kurniadi (2021) focusing on teaching and learning process, Maxim violation on political conversation also been studied by Rahmi; Refnaldi; Wahyuni (2018). Furthermore, Ceballos & Sosas (2018) focusing on maxim violation in court proceedings.

Table 1.1 Previous Study

No	Study	Objective	Method	Findings
1	Al-Zubeiry (2020) (Saudi Arabia) Violation Of Grice's Maxims And Humorous Implicatures In The Arabic Comedy Madraset Al- Mushaghbeen	To explore the violation of Grice's Maxims in the Arabic comedy Madraset AlMushaghbeen and explain how the violation of the maxims brings about humorous effects in the play.	Qualitative Research Design	Most of maxim violations that create humorous situations are perceived through the following: rhetorical strategy of overstatement and personification, use of misleading conventional-coded expressions, incongruity of conversation established concepts, and breaking of communication norms.

2	Boukhelif; Abdelhadi; Sahli (2024) (Algeria) Relevance Maxim Violation And Conversational Implicature In Online Humorous Discourse	To identify which Grice's maxims violation brings about humorous effect and creates conversational implicatures in Algerian online jokes.	Qualitative Research Design	Violating the relevance maxim is a critical element in the structure of Algerian jokes, creating conversational implicatures related to unsaid stereotypes and cultural norms.
3	Kurniadi (2021) (Indonesia) A Gricean Maxim Analysis in Teaching and Learning Process	To identify the maxim violation(s) in English classroom in an English class at Politeknik Aceh Selatan.	Qualitative Research Design	Teacher in the class violates the maxims because wanted to make some jokes with his/her students so that the learning atmosphere can be more comfortable and not strenuous
4	Rahmi; Refnaldi; Wahyuni (2018) (Indonesia) The Violation Of Conversational Maxims Found In Political Conversation At Rosi Talkshow	To discover the type of conversational maxim violation and the reason the interviewee violate the maxims in talk show.	Qualitative Research Design	The speaker violates the maxims in order to create a good image with good words to get some sympathy from audiences.
5	Ceballos & Sosas (2018) (Philippines) On court proceedings: A forensic linguistic analysis on maxim violation.	To describes violations on conversational maxims in Philippine court proceedings.	Qualitative Research Design	Violations of cooperative maxim in conversation cause the message conveyed to be misleading and this result in further court discussion and long drawn cross examination. Violating a maxim suggests that the conversation participants are careless and sloppy thus they can be understood as troubled, baffled and confused.

Al-Zubeiry's 2020 research examined maxim violation and amusing implicatures in the Arabic comedy "Madraset Al-Mushaghbeen." The discussion was on potential implicatures that are intentionally made via the violation of conversational maxims, resulting in humorous results in spoken communication. The research aimed to investigate the violation of Grice's Maxims in the Arabic comedy Madraset AlMushaghbeen and analyze how these violations lead to comedic effects in the play. The study shows that humorous situations resulting from violations of maxims are mainly perceived through rhetorical techniques like overstatement and personification, the use of misleading conventional expressions, incongruity of established concepts, and breaking communication norms. The research results showed that culture and prior knowledge had a key role in understanding the implied comedy in the informants' statements.

Similarly, Boukhelif, Abdelhadi, and Sahli (2024) concentrated on the humorous impact of conversational implicatures and maxim violations in Algerian internet jokes. The study's goal was to determine which of Grice's maxims is violated in Algerian internet jokes to produce a hilarious impact and conversational implicatures. Twelve participants in an experiment conducted by the researchers were asked to read sixteen short Algerian jokes and choose the ones they thought were the funniest. According to the research, participants perceive online jokes that defy the relevance criterion to be the funniest and most amusing. These are followed by jokes that violate the quality, quantity, and method maxims. The study's conclusions show that breaking the being

relevant maxim is a crucial component of Algerian joke construction, leading to conversational implicatures about implicit preconceptions and cultural norms.

The next related study is a study by Kurniadi (2021) that focuses the cooperative principle violation in teaching and learning process. The study found the motivation behind students violating maxims was because the students did not fully understand the explanation and feel nervous whenever they have the opportunity to speak. Rahmi, Refnaldi, Wahyuni (2018) examines the type of conversational maxim violation and the reason the interviewee violates the maxims in talk show. It is found that humor motivated the participant to violate the maxims. Besides that, the participants in several talk shows tend to give more explanations in order to satisfy the audience.

Along the same vein, Ceballos and Sosas (2018) studied maxim violation in forensic linguistics, particularly in the on-court procedures of Philippine courts. The research aimed to examine the frequency and informantsistics of maxim violation in talks between persons from two distinct cultural backgrounds. The study's results showed that violations of the maxim on quantity happen when witnesses either supply excessive information or insufficient information to answer questions. Violations of the quality principle arise when witnesses provide hearsay or express doubt using terms like "I think," "maybe," or "perhaps." The maxim of relation violated when witnesses provide irrelevant responses to queries. Violations of the principle of manner arise when witnesses provide ambiguous or overly verbose responses. This study's results indicate that violations of the cooperative principle in conversation lead to a deceptive message, resulting in prolonged court discussions and extensive cross-

examinations. Violating a maxim implies that the individuals in the discourse are negligent and imprecise, which may portray them as worried, perplexed, and disoriented (Eklesia & Rido, 2022).

From the previous research that the writer has explained, there is a lack of research on maxim violation in analyzing a murder case documentary. The theoretical novelty lies in the application of the cooperative principle and the identification of maxim violations in a murder case documentary, which has not been extensively studied before. The practical novelty is in providing insights into how language is used in real-life interactions and the impact of maxim violations on communication, particularly in the context of a documentary film. Therefore, the writer wants to fill this gap by writing this research.

2.2 Pragmatics

The word pragmatic, is a derivation of the Latin word *pragmaticus*, serves as the field's name (Pustejovsky 2003). The term pragmatics was first used in the 1930s to describe a branch of philosophy that concentrated on language usage. But over time it also came to describe the subfield of linguistics that is the subject of our current discussion (Verschueren, 1999). According to Yule (1996), the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader) is the focus of pragmatics. As a result, it is more concerned with determining what people mean by their utterances than with determining what the words or phrases in those utterances might mean on their own. Pragmatics is a study of the relation between context and meaning (Fitri & Qodriani, 2016)

In his book, Yule delves into the complexities of communication, going beyond the literal interpretation of words to uncover the intricate mechanisms that shape meaning in real-life interactions. Drawing on various theories and concepts within pragmatics, Yule examines speech acts, implicature, deixis, presupposition, politeness, and more, providing readers with a rich theoretical foundation. Through numerous examples and case studies, Yule illustrates how pragmatic factors such as context, intention, and social norms influence the way language is used and interpreted. He emphasizes the importance of understanding the pragmatic dimensions of communication, highlighting the dynamic interplay between language and social interaction.

In the context of the violation of conversational maxims in “Ice Cold: Murder, Coffee, And Jessica Wongso” pragmatics provides a theoretical framework for analyzing the informants’ use of language, identifying instances of maxim violations, and interpreting their communicative effects (Rovita & Gulo, 2022). By examining the pragmatic aspects of the dialogue, there will be an insight into how the informants’ violations of conversational maxims contribute to misunderstandings, conflicts, or negative perception situations, shedding light on the complexities of human communication in everyday interactions (Chaniago, Kuswoyo, 2023).

2.3 Cooperative Principle

The fundamental idea of Grice (1975), which is to comprehend the interaction in a dialogue, is cooperation. Building a meaning or a goal that the speaker and the audience want to convey requires cooperation, which is a fundamental presumption. In

his 1975 piece titled "Logic and Conversation," H. Paul Grice established the cooperative concept. The idea behind this communication strategy is that for communication to be effective, participants in a conversation must cooperate with one another and typically make an effort to be accurate, informative, relevant, and clear.

Every interlocutor in every discussion needs to adhere to specific conversational guidelines in order to effectively communicate (Kuswoyo, et al. 2020). Grice created the Cooperative principle, which everyone should follow in order to achieve good communication, based on this circumstance. Cooperative Principle describes how people achieve effective communication in everyday situations and aims to explain how and why conversations tend to succeed rather than fail.

2.3.1 Conversational Maxim

Grice's four Conversational Maxims added to his Cooperative Principle theory in his book "Logic and Conversation" in 1975. He founded the maxims on the notion that effective communication requires saying just enough to make your point, being genuine, being relevant, and being as clear as you can. A speaker must abide by the four maxims when using the cooperative principle, according to Grice. Maxim is a rule that participants in interactions, both textually and interpersonally, must abide by in order for the communication process to be successful. The following four rules of cooperation:

- 1) Maxim of Quality is to always tell the facts while speaking.

- 2) Maxim of Quantity is to provide the minimum amount of information and the most amount possible.
- 3) Maxim of relevance is to only mention what is pertinent or valuable.
- 4) Maxim of Manners is to avoid confusing or unclear statements and to communicate clearly and concisely.

According to Grice (1975), a violation of maxim occurs when speakers purposefully fail to apply particular maxims in their speech in order to produce confusion on the part of their participants or to achieve certain goals. A violation of maxims can lead to communication breakdown.

2.3.2 Violating Maxim

According to Grice (1975), a violation of maxim occurs when speakers fail to apply particular maxims in their speech in order to produce confusion on the part of their participants or to achieve other goals. Regarding the cooperative principle, Grice (1975) writes in his book "Logic and Conversation" that a conversation might violate if the speaker does not effectively transmit the information he or she is trying to get over to the listener. Violation of the maxim of conversation can result in an ambiguous perception. The subjects or informants in "Ice Cold: Murder, Coffee, And Jessica Wongso" often deliberately violate the maxims because there is a lack of clear information given to the interlocutor. This is an example of the ambiguity that can occur in conversation. According to Grice (1975), a violation occurs when speakers fail to apply particular maxims in their speech.

2.3.2.1 Violating Maxim of Quality

The utterances that state the untrue are those that can be considered to go against the maxim of quality. It is necessary for maxims to be true and supported by sufficient data.

Example of maxim of quality violation:

Q: "What prompted him to commit the crime against you? Because of the fact that you reprimanded him because of what he did to your fence?"

A: "Maybe that might be the reason. Your Honor"

(Ceballos & Sosas, 2018:23)

The adverb "maybe" in the statement introduces ambiguity about the response. The witness is uncertain whether the motive is indeed the cause for the suspect's crime against him. He was unaware of the precise explanation, which is against the principle of quality since the witness made a statement without proof.

2.3.2.2 Violating Maxim of Quantity

A contribution that is as informative as necessary is essential for maxim of quantity. It can be claimed that someone violated the maxim of quantity principle when they provided more information than was necessary.

Example of maxim of quantity violation:

Host: "299 is not your priority sir?"

Mr. Nasir: "Is not like that, that event has been scheduled so my advocate team just observe it, if there is any victim of the law we can give them help"

(Rahmi; Refnaldi; Wahyuni, 2018:181)

Mr. Nasir's statement is seen as a violation of the maxim of quantity. The interviewee provides much information beyond what is necessary. When the host inquires about his priority, he responds to the query and provides more justification as to why it is no longer a priority. Nasir's response is unnecessary.

2.3.2.3 Violating Maxim of Relevance

Relevance between the speaker and the interlocutor is required for a maxim of relevance. According to this maxim, the speakers must be relevant to the subject being discussed.

Example of maxim of relevance violation:

Q: "How many files are there of hollow blocks?"

A: "The fence at the side is made of hollow blocks and the frontage is made of steel."

(Ceballos & Sosas, 2018:25)

The statement inquires about the quantity of files containing hollow blocks. is responded to The side fence is constructed from hollow bricks, while the front fence is built of steel. The interrogator inquired about the quantity of hollow block files, prompting the witness to provide a numerical response. The witness provides a description of the fence material from both the side and the front. This remark breaches the principle of connection by the witness not addressing the question presented.

2.3.2.4 Violating Maxim of Manner

Maxim of manner requires contribution that is clear, brief, orderly, and unambiguous.

In order to uphold the maxim of manner, speakers must speak in a clear and concise way, avoiding ambiguity and obscure phrasing.

Example of maxim of manner violation:

Q: "Not one after the other?"

A: "Because the accused, for a long time has not delivered rubber to me, I asked him through text if I can now in cash the check but he did not reply. I called him through phone but I cannot contact him, so I in cash the check sir"

(Ceballos & Sosas, 2018:27)

The statement in question is against the rule of manners since the response is given in a convoluted manner when it might have been responded with a simple yes or no. "Not one after the other?" was the query posed to the witness, to which he said, "because the accused has not delivered rubber to me for a long time, I asked him through text if I can now in cash the check but he did not reply." I tried calling him on the phone but couldn't get through, so I cashed the checks one at a time, sir. The witness took a long time to provide the expected response in this statement. He began by explaining why he had first cashed the checks, and then he concluded, "so I in cash the check one by one sir."

2.4 Relevance Theory

A theory put forth by Sperber and Wilson (2006) called relevance theory addresses the idea of relevance in human communication and cognition. The communication is still relevant if the potential context is available. Relevance theory views understanding spoken words as an inferential process that receives a locutor's production of an utterance as input and contextual data as output, producing an interpretation of the speaker's meaning. The goal of this theory is that when the interlocutors can get the overall interpretation that satisfy expectation of relevance, it will be relevant if it interacts with some contextual information. Here, the comprehension of speech is crucial. Among its main points are the following:

1) Relevance-Oriented Cognition

Human inferential systems prioritize the importance of relevance over logical integrity, resulting in the emergence of more relevant draws, even if they necessitate additional cognitive effort.

2) Communicative Principle of Relevance

Utterances strive to convey an assumption of their own optimal relevance, above factors such as informativeness or clarity. This is accomplished by following the path of the smallest resistance, where the person who received it stopped their actions once their expectations of relevance have been met. Interlocutors consistently aim for optimal relevance rather than strict adherence to literal truth.

3) Optimal Relevance in Communication

Interlocutors tend to provide accurate answers when they expect them to be relevant, but deliver broad answers when they do not anticipate significant consequences being missed. This is because the speaker is expected to have made the utterance as easy as possible for the addressee to understand, given the limits of their abilities and preferences. Optimal relevance can be taken by the effort to understand the contextual information and overall interpretation by satisfy the interlocutor's expectation to the relevancy of topic.

4) Explicature

The term 'explicature' pertains to the information that is directly and explicitly communicated, whereas 'implicature' pertains to the information that is indirectly implied or left implicit. Explicature focused on the truth-conditional content. The

concept of relevance not only for utterances or other forms of communication, but also for any external stimulus or internal mental representation that can contribute to cognitive processes. This means that not only utterances, but also visual stimuli, auditory stimuli, olfactory stimuli, thoughts, memories, or the conclusions drawn from inferences, can all potentially provide relevant inputs.

The relevance-theoretic approach offers a comprehensive framework for understanding how locutors and interlocutors interact and how meaning is conveyed through language. In order to draw a conclusion on interlocutor's meaning, the relevance theory uses the optimal relevance. In the context of analysis on maxim violation of Ice Cold documentary, relevance theory can add the insight on how the communication is still relevant when the participant in conversation violate the maxims principle. This framework highlight the importance of relevance in human communication.

2.5 Elements of Effective Communication

According to Qodriani (2021) communication is the act of transmitting a message to an individual or a collective. Effective communication occurs when the sender's message is clearly and unambiguously transmitted and received by the receiver in the desired manner. If the message is received by the recipient fails to generate meaning or comprehension, the communicator should acknowledge that their communication has been hindered by barriers. Communication is deemed successful only when the recipient comprehends the intended message of the sender (Fitri & Qodriani, 2016). The feedback obtained by the sender from the receiver enables the sender to assess

how the message was understood and, if needed, whether adjustments can be made to future communications. This awareness should serve as a compass for our interactions with others. A proficient communicator foresees the myriad of ways in which a message can be comprehended or misconstrued. According to Akilandeswari, et al. (2015) there are 6 steps for effective communication:

1) **Clarity of Thought and Expression**

It is crucial that the interlocutor comprehends the aim of their message. In order to elicit meaningful feedback, it is crucial that the message is unambiguous and understandable. Effective communication relies on the primary aspect of clarity in both idea and language. Do not assume that communication occurs naturally; the participant must actively initiate it. The primary error in communication is to mistakenly believe that it occurs.

2) **Correctness/Appropriateness**

The message must possess not only truth and clarity, but also accuracy. Utilize precise data and statistics. Make sure to adhere to the correct rules style in terms of word choice, level of formality, audience, purpose, and material. Verify if the preservation of social and cultural propriety has been upheld. Ensure that the timing and selection of media are suitable for the intended purpose, target audience, and content.

3) **Conciseness**

The message should be concise, providing only essential and significant information, while utilizing minimal words without compromising its

comprehensiveness and lucidity. Concise messages are time-saving, attention-grabbing due to their conciseness and minimize unnecessary information. When engaging in communication, especially in a commercial context, it is often recommended to be direct and concise.

4) **Conducive Environment**

The context in which a communication is transmitted or received can also influence its interpretation. Communicators must have a thorough understanding of the environment in which they are transmitting communications. This understanding is crucial in order to ensure that the audience receives the information in the intended context.

5) **Feedback**

Effective communication requires active participation from both the locator and the interlocutor. The communication may fail if the receiver does not provide feedback or if the sender misinterprets the feedback. During the transmission of a message from a locutor to a interlocutor, there is potential sources of errors, and consistently oppose the inclinations by exerting a deliberate effort to ensure there is little loss of meaning in speech. The recipient also has the responsibility of ensuring successful communication by providing meaningful feedback.

6) **Completeness**

Effective communication is to establish clear and comprehensive meaning and understanding, requiring completeness in all aspects. Insufficient communication leads to confusion and inaccurate understanding. Sometimes, the interlocutor

may resort to shortcuts in an attempt to be more brief. Without completeness, clarity is hindered. Emphasizing completeness provides a wide range of advantages. A complete message is more likely to achieve the desired outcomes without the need for additional communications. Furthermore, comprehensive statements might prevent expensive legal actions that may arise due to the absence of crucial information. Lastly, seemingly little exchanges might be unexpectedly significant if they contain comprehensive and efficient information. Ensure that you furnish the recipient with all essential and pertinent details.

