

## Flouting Maxim in Netizen's Utterance on The Comment Page of Danise Chariesta's Instagram Account

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### ABSTRACT

To achieve the goals of communication, it is important for the participants in every conversation to obey the cooperative principle in order to avoid misunderstanding of interpretation between them. Danise Chariesta is a content creator who is known for her arrogance. She often received a negatif reaction from netizens. This study aims to reveal the types of flouting maxim by netizen in and also the meaning behind their utterances. The researcher used a descriptive qualitative method. Then, to analyze the data, the researchers used Grice's theory, Cooperative Principles consisting of four maxim types: quality, quantity, relation, and manner. The study revealed the rationales behind maxims flouting which were beneficial to build fun communication and to elaborate more explanations. The result of the research shows that there are 15 data of flouting maxim in comment page. The highest occurrence of flouting maxim in this movie is flouting maxim of quantity and quality with 5 data (33%). Then followed by flouting maxim of relevance with 3 data (20%). Flouting maxim of manner is the highest occurrence of flouting maxim with 7 data (47%). From all the types of flouting maxim that are performed by the characters in the comment page, the most dominant data that appear in the movie is flouting maxim of manner.

**Keyword:** Cooperative Principle, Maxims, Instagram, Denise Cariesta

### INTRODUCTION

Language plays a significant role in our life to communicate or to deliver the idea with others that can be categorized as a written or spoken language. Spoken language likes conversation, speech, debate, or utterance which involves a speaker and a hearer to give simply response. Furthermore, language can be successfully understood by the speaker and audience when the roles of communication are completed.

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In communication, misunderstanding is a common problem. It could happen because of different background knowledge between speaker and listener. Supposedly there should be cooperation in communication between speaker and listener so that no misunderstanding occurs. On the other hand if in a conversation the receiver could get the intention of the speaker's utterance, that conversation can be said successful (Rokhmania, 2012). Regarding to language and communication, to achieve effective communication, Grice (1975) proposed a theory called cooperative principle which explains that both the speaker and the hearer are expected to give a conversational contribution such as required, the information that they give to each other should be as informative as required, do not give more and less information to the hearer.

Grice (1975) outlined the maxims into four categories and these maxims are important to make the conversation between the speaker and the hearer will worked well. The first maxim is maxim of quality in which the speakers are expected to say the truth and to be able to give the evidence of what they are saying. Second, maxim of quantity in which the speaker is expected to be as informative as required. Third, maxim of relevance explains that the speaker is expected to say something that relevant to the context they are talking about. Fourth, maxim of manner relates to the speaker expected to say something orderly, avoid obscurity and ambiguity expressions.

In daily life, when people are communicating, some of them are still disobeying the cooperative principle by giving an unappropriated answer (Cahyani, 2020). Sometimes the communication did not run smoothly because one of the participants failing to observe the maxims, they might give a statement with lack of evidence, give an irrelevant answer and give an ambiguity expression to the hearer. One of non-observe maxim called flouting maxims. Cutting (2002: 39) stated flouting maxims happens when one of the participants in the conversation break the conversational maxims. Flouting maxims occurs when the speaker has an implicit intention behind their utterances, but when the speaker flouted the maxim, they did not want to misleading the hearer instead they want the hearer tries to find the hidden meaning or intention of their utterance.

Flouting maxims consist of four, they are flouting maxim of quantity, quality, relevance, and manner. The study of flouting maxims is important to make a conversation effective and being acceptable for both the speaker and the hearer. 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. 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

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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.

Danise Chariesta is a content creator who is known for her arrogance videos while hanging out in a luxury mall. The viral video, immediately received a reaction from netizens, as well as from celebrities. Danise is also known as a businessman. She is known to have a flower bouquet business, coffee shop, to merchandise. Her business that sells well and makes himself have a lot of money, makes Denise often show off his wealth. Even her actions that made her name are increasingly widely known by netizens.

From the reasons above the writers have desires to make a research about Flouting Maxim on Netizen's comments in Instagram, especially in Danise Chariesta 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 Danise Chariesta Instagram account comment. 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. The theory of cooperative principle proposed by Grice (1975) was used to answer the problem of the study which discuss about the types of flouting maxims.

Before analyze the data the researcher will explain some research that

related to this topic about analyze of flouting maxims. Aisya (2019), the result

from the research is the guests flouted all the maxims but the most dominant is flouting maxim of quantity. Hassani & Salatiga (2019) and the result is most of the conversation not obeying the maxim of relevance just to make jokes. Ibrahim, et.al (2018) the result of the research is there are four flouting maxim in the Seven movie. Natasya & Sari (2019) the result is the most dominant flouting maxim is maxim quantity. Based on the previous research, the researcher will analyze the flouting maxim on the comment page of Danise Chariesta's Instagram Account that will different object with the previous research. It means that from the different object and method that will used, we can argue that the result or conclusion from analyze the comment page will different with previous research before.

## **THEORETICAL FRAMEWORK**

### **2.1 Cooperative Principle**

The concept of cooperative principle, according to Grice (1975), he argues that people need to cooperate with each other while exchanging their verbal information in communication. Grice (1975) states that people will have a successful conversation if they fulfill the Cooperative Principle that is realized by four maxims of conversation. Grice (1975) divided four ways for effective communication as follows:

#### **2.1.1 The Maxim of Quantity**

Following Grice, Cutting (2002) states that in obeying the maxim of quantity, the speaker should provide information that is required by the hearer. It should not be too much or too little than is required. The possibility that may occur if the speaker gives too little information is that the hearer is unsatisfied by the information provided. On the other hand, if the speaker gives too much information than is required will risk boredom for the hearer.

### **2.1.2 The Maxim of Quality**

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.

### **2.1.3 The Maxim of Relevance**

According to Grice (as cited in Sunggu & Afriana, 2020) said that between the speaker and the listener must be relevant in communicating. The speaker must not say anything off-topic or outside the discussion and anything that has no correlation or is not related to what is being discussed. This maxim serves as a tool that connects interaction with each other.

### **2.1.4 The Maxim of Manner**

According to Grice (as cited in Andy & Ambalegin, 2019) said that the explanation must be clear, unambiguous, and concise in order to reach the cooperative principle in an interaction. Then this is called the saying good manners. The opposite of clear expressions or good manner can be ambiguous and unclear statements will be considered a violation of proverbs. To avoid misunderstanding and ambiguous meaning, the listener must have a relationship, background knowledge or listener can guest the meaning from the utterance that given by speaker because it can useful for participants to understand the meaning conveyed by the speaker.

## **2.2 Flouting Maxim**

According to Grice (1975) a speaker may flout a maxim, that is he or she blatantly fail to fulfill the maxims of Cooperative Principle without any intention to device or make a misunderstanding to convey hidden meanings in their utterances. Flouting maxims divided into same number as maxim as follows:

### **2.2.1 Flouting Maxim of Quantity**

Flouting maxim of quantity happens when a speaker blatantly gives more or less information than it is required to the hearer, the speakers may flout maxim of quantity and deliberately or accidentally talk either too much with the goal of the ongoing conversation (Grice, 1975:52).

### **2.2.2 Flouting Maxim of Quality**

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This flouting happens if the speaker tries to deny something that she or he believes to be false or in other words, the speaker tells lie or giving untrue statement and saying something with lack adequate of evidence. (Grice, 1975:53) also the maxim of quality can be flout if it used figures of speech like irony, metaphor, meiosis, and hyperbole can flout the maxim of quality.

### **2.2.3 Flouting Maxim of Relevance**

Flouting of maxim relevance might occur when the receiver answers the speaker's question irrelevant to the topic. The flouting in this maxim usually happens when someone does not want to answer the question and directly change the topic of the discussion (Grice, 1975:54).

### **2.2.4 Flouting Maxim of Manner**

Flouting maxim of manner occurs when the speaker fails to fulfill the maxim of manner that requires the listener to be clear, brief, and orderly in stating their utterances (Grice, 1975:54). This type of flouting maxim also happens when the speakers show an ambiguity expression.

## **METHOD**

In obtaining research data, the researchers used qualitative research as a methodology. Based on Hancock's explanation that qualitative research is a research which is concerned with developing explanation of social phenomena (1998). Additionally, Grice theory (1975) is used as the primary theory to support this research. Furthermore, the research subject of this study is utterance containing a flouting maxim introduced by Grice (1975). The data to be analyzed in this study is written data obtained from netizens' comment from the Danise Chariesta Instagram account. All conversations in the comments page were written by the researcher to see which utterances or conversations contained flouting maxim. 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 flouting maxim found into four kinds: namely flouting 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, researchers have discovered how flouting are found in Netizens' comments. After that, the researcher explained the implications and objectives contained in flouting maxim.

## **FINDINGS AND DISCUSSION**

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## **Flouting Maxim in Netizen's Speech on the Denise Chariesta Instagram comment page**

In the Denise Chariesta video uploaded in her Instagram account, that caption is "Ternyata Orang kaya bisa mimisan juga.. kok bisa yeh? Aneh.." The video tells Denise Chariesta is in a place and suddenly his nose bleeds. As usual, Denise Chariesta who always dresses up in glamorous fashion and wears branded, always wants to give off an arrogant impression for anyone who sees her. The speech in the video is as follows:

**"Guys, mau pamer. Orang kaya mimisan guys, kenapa ya? Terlalu banyak makan makanan mahal kali ya? Tuh... mimisan semua, yaudah ya guys ya, Namanya hidup ga ada yang sempurna. Kalo gue mati cepet gimana ya? Gak mungkin sih orang kayak gue mah mati nya lama. Doain ya guys!"**

***"Guys, want to show off. Rich people nosebleeds guys, why huh? Eating too many expensive meals, right? This is... nosebleeds all, yes guys yes, the name of life is not perfect. If I die fast, how about it? It's not possible that people like me die for a long time. Pray for me guys!"***

At the time of this research there were 276 comments that had been given to the video story uploaded by Denise Chariesta on Instagram. On the comment page, there are several violations of the maxims contained in netizen's utterances on the Instagram Denise Chariesta comment page.

### **A. Flouting of Maxim of Quantity**

This happens when someone gives information that is not in accordance with what required by the listener. In other words, speakers do not speak to the point. The speaker may give too much or too little information so, making the other person misunderstood.

Utterance 1

**Kasih ciuman DODOT paling tu sembuh mimisan lo (@putrimelati\_888)**

***Give DODOT kiss later your nosebleed will heal (@putrimelati\_888)***

Utterance 2

**Krna lo panik dan ketakutan bentar lagi baju orange (@navira\_ariani)**

***Because YOU panic and fear soon wearing orange clothes  
(@navira\_ariani)***

Utterance 3

***Bae bae denise. Pulang pulang tinggal nama. Horror beut ahh  
(@arkhadewiii99)***

***I hope you are okay, Denise. Go home just name. very horror  
(@arkhadewiii99)***

The four utterances above flouting maxim of quantity where their utterances provide completely unnecessary information. On utterance 1 given by a netizen with @putrimelati\_888 account “**Kasih ciuman DODOT paling tu sembuh mimisan lo**” indicating this information is not needed at all in the speech given by Danise Chariesta, but it can be seen that @putrimelati\_888 wants recommends that Danise Chariesta be kissed by Dodot, Dodot is someone who also often gets negative comments from netizens. In the second utterance, it was said on the comment page by @navira\_ariani by saying “**Krna lo panik dan ketakutan bentar lagi baju orange**” of course it doesn’t need to be mentioned and is not needed in the speech of Danise Chariesta. In the thirth utterance it was said on the comment page by @arkhadewiii99 by saying “**Bae bae denise. Pulang pulang pulang tinggal nama. Horror beut ahh**” indicating this information is not needed at all in the speech given By Denise Chariesta, but it can be seen that @arkhadewiii99 wants recommends Danise to be carefull because he was worried that he would die.

## **B. Flouting Maxim of Quality**

This happens when someone says information that does not correspond to reality or not supported by the clear and tangible evidence. In certain circumstances, the speaker lies while talking or sometimes s/he also uses an irony statement.

Utterance 4

***Kluar negeri takut pake baju oren check (@viviiazahra)***

***Going abroad for fear of wearing orange clothes check  
(@viviiazahra)***

Utterance 5

***Terlalu banyak makan daging wahyu. (@lexisebastian69)***

***Eat too much wagyu meat. (@lexisebastian69)***



The two utterances above clearly have violation the maxim of quality by giving speeches that are completely unproven. @viviiazahra account speakers say **“Kluar negri takut pake baju oren check”** is a story that is not informative at all because that’s not the truth. The second utterance it was said on the comment page by @lexisebastian69 **“ Terlalu banyak makan daging wahyu.”** @lexisebastian69 means wagyu meat. Wagyu meat is the most popular meat because of its taste. The information provided by @lexisebastian69 is not necessarily true because in that video, Danise Chariesta didn't tell everyone that she was sick from eating too much wagyu meat.

### C. Flouting Maxim of Relevance

If the speaker does not provide a relevant contribution means he flouts the rules of the maxim of relevance. This can happen when the speaker inserts or changes the topic in the conversation. More specifically, someone makes an unsuitable conversation and does the wrong causality.

Utterance 6

**Ni cicak gak jadi msk penjara yaaa... (@avansyah\_brown)**

*This lizard does not go to jail, yes (@avansyah\_brown)*

Utterance 7

**Puas2in lu Jln2 ntr lagi lu di kerangkeng (@titinsatino)**

*Satisfied you vacation in a while you are in shell (@titinsatino)*

Utterance 8

**Tolong uninstall aplikasi kami (@michatcabangprovinsi)**

*Please uninstall our app (@michatcabangprovinsi)*

Speakers in speeches that violate the maxim of relevance above have given implicature meaning or implied meaning in their speech. Utterance 6 by @avansyah\_brown) speaker **“Ni cicak gak jadi msk penjara yaaa...”** shows that there is absolutely no connection between utterance 6 and the video uploaded by Danise Chariesta, but it has given implicit meaning where by watching Danise’s video, @avansyah\_brown likens Danise to a lizard. Its different with the @titinsatino speaker who says **“Puas2in lu Jln2 ntr lagi lu di kerangkeng”** which obviously has nothing correlation with Danise’s video, but the word “kerangkeng” can have an implicature meaning iron-clad room (where the person receiving the punishment). Utterance 8 is much more interesting because in the speech **“Tolong uninstall aplikasi kami”** by @michatcabangprovinsiis not very relevant to

the speech given by Danise Chariesta in their video. If you look at the that context, MiChat is a chat application that allows you to communicate with many people including family, friends, and partners. But this application is often misused into an online prostitution field. By understanding what a jenglot is, of course, it gives implicature meaning where @michatcabangprovinsiis wants to slander that Danise Chariesta installed miChat.

#### **D. Flouting Maxim of Manner**

If someone's contribution is not perspicuous such as be obscure, ambiguous and disorderly, it means s/he flouts the maxim of manner. In addition, a person can flout this maxim when he or she uses a strange word so that the other person does not understand and uses slang word in front of people who do not understand it. In other words, someone who flouts maxim of manner is often trying to exclude a third party.

Utterance 9

**Semoga disegerakan..amiin (@marc\_zano)**

***May it be rushed. amiin (@marc\_zano)***

Utterance 10

**Mulutnya bau bangkai banget sih (@kaben\_aran99)**

***The mouth smells of carrion really (@kaben\_aran99)***

Utterance 11

**Awas disantet si onoh (@msaimeewilde)**

***Watch out for him (@msaimeewilde)***

Utterance 12

**Gini nih kl hijet1000 pake PertmaxTurbol (@rmpt.lvr)**

***This is if hijet1000 uses PertmaxTurbol (@rmpt.lvr)***

Utterance 13

**Anjing loe dimana? (@jengger83d384h)**

***Dog, where are you? (@jengger83d384h)***

Utterance 14

**Semoga alam semesta memberkati kalian semua 😊  
(@succorbenohts)**

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***May the universe bless you all 😊 (@succorbenoths)***

Utterance 15

***Ya takdir ga akan ada yang tau, takdir di atur sm Allah (@riskadwiva20)***

***Destiny will not know, destiny is arranged by God (@riskadwiva20)***

In this maxim violation, there was a misunderstanding between netizens and Danise Chariesta through the video that was Danise uploaded. Contextually previously Danise had uploaded a video tells Denise Chariesta is in a place and suddenly his nose bleeds. The utterances “**Semoga disegerakan..amiin**”, “**Mulutnya bau bangkai banget sih**”, “**Awas disantet si onoh**”, “**Gini nih kl hijet1000 pake PertmaxTurbol**”, “**Anjing loe dimana?**”, “**Semoga alam semesta memberkati kalian semua 😊**”, and “**Semoga alam semesta memberkati kalian semua 😊**” which explained the ambiguity of the utterances that occurred between Danise and Netizens.

## **CONCLUSION**

This research focusses on flouting maxims found in the comment page danise charista instagram account. To analyze the types of flouting maxims in the comment page, the researcher used the theory that proposed by Grice in 1975 about cooperative principle. The result of the research shows that the Netizen’s utterance in Danise Chariesta Instagram perform all types of flouting maxim which are flouting of maxim quantity, flouting maxim of quality, flouting maxim of relation and flouting maxim of manner. From all the types of flouting maxim that are performed by the characters in the comment page, the most dominant data that appear in the movie is flouting maxim of manner.

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