

**THE VIOLATION OF MAXIMS OF COOPERATIVE PRINCIPLE
IN GOSSIP GIRL TV SERIES**

A THESIS

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ABSTRAK

Dalam skripsi ini dianalisis pelanggaran maksim-maksim kerja sama yang dilakukan oleh karakter-karakter utama dalam serial TV *Gossip Girl* yang ditayangkan pada tahun 2007. Tujuan penelitian ini adalah untuk menggambarkan pelanggaran maksim-maksim kerja sama oleh karakter-karakter utama, menentukan pelanggaran yang paling sering dilakukan, dan menemukan alasan-alasan mereka dalam melakukan pelanggaran maksim-maksim kerja sama tersebut.

Data dikumpulkan melalui metode observasi (*observational method*) dengan teknik pencatatan, kemudian dikelompokkan dalam bentuk percakapan. Data dianalisis menggunakan metode padan pragmatik dengan teori Grice (1975) tentang prinsip kerja sama, maksim-maksim kerja sama dan pelanggaran maksim-maksim kerja sama yang terdiri dari empat jenis maksim serta teori konteks oleh Hymes. Selanjutnya, hasil analisis dilaporkan dengan metode formal dan informal.

Dari penelitian ini, hasil yang didapat menunjukkan bahwa penutur dalam serial TV *Gossip Girl* melakukan 22 pelanggaran maksim-maksim kerja sama dengan frekuensi sebagai berikut: 6 (27,3%) pelanggaran maksim kuantitas, 11 (50%) pelanggaran maksim kualitas, 3 (13,6%) pelanggaran maksim relevansi dan 2 (9,1%) pelanggaran maksim cara. Dari keseluruhan data, maksim kualitas merupakan maksim yang paling sering dilanggar oleh karakter-karakter utama dalam Serial TV *Gossip Girl* ini. Dalam percakapan tersebut juga ditemukan berbagai kemungkinan alasan mereka melanggar maksim-maksim kerja sama tersebut, antara lain untuk menyembunyikan fakta, membantu seseorang menyembunyikan fakta tersebut, menyembunyikan perasaan mereka yang sebenarnya, menyembunyikan maksud tertentu, mempertimbangkan perasaan orang lain, menunjukkan perasaan, membuat lelucon dan juga untuk menjaga gengsi mereka di depan publik (*saving face*).

CHAPTER I

INTRODUCTION

1. 1 Background of the Study

When having a conversation, people hope that their intention can be recognized by others. Therefore, they need to cooperate each other when conversing. They are supposed to respond to each other by giving the needed and useful information for both of them to construct meaningful conversation for further effective communication. The fact that people are cooperating is the basic assumption made in conversation. Grice (1975) then proposed this assumption as the general principle in a conversational cooperation, named Cooperative Principle which runs as: Make your conversational 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. This general principle must be observed by all the participants in talk and exchanges, either speaker (*s*) or hearer (*h*).

It seems that both of the participants are supposed to provide the sufficient, sincere and clear information. Besides, in order to have a cooperative conversation, both of the participants must also refer to the context when they are conversing. Leech (1983) stated that the context can be any background knowledge assumed to be shared by the participants and which will contribute to *h*'s interpretation of what *s* means by a given utterance. It shows that, *s* and *h* need to have shared knowledge to draw mutual understanding about what is being

communicated by *s* since people did not always say what they mean. Then, the messages which want to convey by *s* can be recognized and interpreted correctly by *h* and misunderstanding can be avoided. Therefore, Grice (1975) specified a rule that must be also observed when conversing, called maxim. There are four maxims, named maxim of quantity, quality, relevant and manner.

However, sometimes the hearer can misunderstand what speaker means by his/her utterances since the speaker may speak uncooperatively by not fulfilling the rules. There are many ways in not fulfilling maxim. One of them is by violating it. In violating the maxim, Grice (1975) stated that the speaker will quietly and unostentatiously mislead the implicature. S/he will make the hearer not know the truth and will only understand the surface meaning of the words (Cutting, 2000). It means that the speaker will deliberately make the hearer wrongly assumes that they are cooperating by saying something which insincere, insufficient, irrelevant or ambiguous.

The violation of maxims could be found in one of American TV Series entitled *Gossip Girl*. It is based on teen book series written by Cecily Von Ziegesar. It tells about the scandalous life of the privileged teenagers attending an elite private school on Manhattan's Upper East Side in New York City. This TV Series is a mix of comedy, drama and romance. There are many complicated problems about love story and friendship. Sometimes in facing those problems, the main characters tend to violate the maxims during their conversation. That is why the writer is interested in making this TV Series as her source of data in analyzing the violation of maxims of Cooperative Principle.

CHAPTER IV

CONCLUSION

In this chapter the writer presents the result of the data analysis in violating the maxims of Cooperative Principle found in American TV Series, *Gossip Girl*. After analyzing the conversation in the TV Series, the writer can conclude that all of the main characters violate the maxims of Cooperative Principle. Each performance of violation of maxims in the conversations has each context which influences each other.

Based on the analysis of sixteen conversations in the previous chapter, the writer finds that the most violated maxim done by all the main characters is maxim of quality. It is showed by the percentage as 50 %. It happens eleven times from twenty two performances of violation of maxims in conversation. The violations could be found in conversation 2, 4, 5, 7, 8, 9, 11, 13 and 16. There are two times violation of this maxim which happen in conversation 4 and 9. Most of the main characters violate this maxim because they wants to cover the truths or hide secrets from someone else by telling a lie. They also wants to help someone hiding those facts, to protect someone, to hide their real feeling, to hide real intention, to consider someone's feeling and to save their face in front of public.

Next, maxim of quantity is the second maxim which most violated by the main characters in this TV Series. The writer finds six performances (27,3%) of violating the quantity maxim by the main characters in conversation 1, 6, 7, 10, and 14. Here, as well as the violation of quality maxim, there was also two times

of violation of quantity maxim by two main characters in same conversation that is in conversation 1. The possible reasons in violating this maxim are because they wants to consider someone's feeling, to convince someone and to show their real feeling such as disappointment or anger by being more or less informative.

The violation maxim of relevant is the next maxim which is violated by main characters in *Gossip Girl* TV Series. It is proved by the frequency for about 13,6% (three performances) from twenty two performances of violation of maxims of Cooperative Principle. It happens in conversation 1, 2, and 12. The main characters violate this maxim because of several possible reasons, such as to consider someone's feeling, to hide their real feeling and also to hide their real intention.

Finally, the writer finds that the violation of manner maxim was only violated two times by the main characters in *Gossip Girl* TV Series. This violation only happens in two conversations that are in conversation 3 and 15. It means there are two performances (9,1%) of this violation of maxims from twenty two performances of violation of maxims of Cooperative Principle. In violating this maxim, they have some possible reasons, such as to hide their real intention, to hide something from their interlocutor and also to consider someone's feeling.

These conclusions can answer the research questions that all the main characters in American TV Series *Gossip Girl* violate maxims of Cooperative Principle when they are having conversation among them and also with other minor characters where the maxim of quality was the most violated by them. Then, in violating the maxims of Cooperative Principle, they have some several

possible reasons, such as to cover the truth, to keep a secret, to help someone hiding the truth, to consider someone's feeling, to convince someone, to hide the real intentions, to show their real feeling and to hide their real feeling. It also shows that although they violate the maxims of Cooperative Principle when conversing, they still can communicate each other.

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