

**A GENDER-BASED ANALYSIS OF OBSERVANCE AND NON-OBSERVANCE OF
CONVERSATIONAL MAXIMS IN FRONT OFFICE STAFF'S SPEECH
AT RESTAURANTS IN UBUD DISTRICT**

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Abstract

This study was intended to investigate, describe and explain how conversational maxims are observed by the Front Office staff at restaurants in Ubud when they handle table reservation and what types of non-observance are committed by the Front Office staff in observing conversational maxims. The subjects were the Front Office staff at restaurants in Ubud district. The data for this naturalistic qualitative study were collected through observation and audio-recording which were then analyzed by using Paul Grice's (1975) Cooperative Principle theory. In this research, there were 30 conversations of taking table reservation via telephone which were conducted by the front office staff at restaurants in Ubud sub-district when they handle table reservation. Generally, both male and female front office staff produced more observance of maxims than non-observance of maxims. The highest frequency of observance and non-observance of Gricean maxims produced by male front office staff was maxim of quantity (100%), then followed by flouting of maxims (62.5%), and infringing maxims (25%). The highest frequency of observance and non-observance of Gricean maxims produced by female front office staff was maxim of quantity (100%), then followed by flouting of maxims (68.1%), and infringing of maxims (9.0%). Moreover, there was no opting out of maxims and suspending of maxims occurred in the conversation. The utterances were obtained from 30 data in restaurant setting. In general, both male and female front office staff produced more observance of maxims than non-observance of maxims.

Keywords: Conversational maxims, Gender, Observance of maxims, Non-observance of maxims

INTRODUCTION

Language takes important role in every communication, furthermore; the existence of the language delivers messages from an interlocutor to others. In a communication, language is an absolute thing, moreover; language and communication have strong inseparable bond. Fahmi (2016) also stated language is important for communication and social life in the world. Wildana, Wisasongko, & Wahyuningsih (2019) stated that language has important role to express and share information, feelings, opinions, and meanings. Asri (2015) stated that in daily communication, people exchange their ideas realized by feeling or information in form of written or spoken form with their interlocutor. Prihattin (2019) added that it is important to know the real meaning of the words and sentences to avoid misunderstanding in communication. According to data gathered by Gustary & Dikramdhanie (2018), conversation is defined as the familiar kind of talk in which two or more people freely alternate in speaking. On the basis of research carried out by Raharja & Rosyidha (2019), language has more specialized function that is for establishing relationships, solidarity, and

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cooperation within the community, the language had been used to express mind with the feeling so that the listener will be able to sense what is discussed about.

According to data gathered by Tajabadi, Dowlatabadi, & Mehriz (2014), in the realm of pragmatics, it is suggested that for a conversation to take place successfully, the speakers involved should be cooperative. Khosravizadeh & Sadehvandi (2011) stated that the conversation as a reciprocal act, retains specific rules and regulations. According to Zebua, Rukmini, & Saleh (2017) stated that in order to create the communication process between speaker and hearer become smooth and effectively, both of them have to be cooperative. It means that they have to understand mutually what they are talking the conversation. Mukaro, Mugari & Dhumukwa (2013) stated that speakers always endeavor to contribute meaningful and productive utterances when they partake in conversations in order to further communication in a smooth manner. It is in the same spirit that listeners assume that their conversational partners are having the same beliefs as they do. The use of good language which is understandable for other people will affect on communication. When a person says something perhaps the meaning of his words already attached in the words, however; the formula is not that simple sometimes what a person say is not what he means, there's meaning that implied in his words. Sari (2019) stated that conversational implicature is a process in which the speaker implies and the listener infers. On the basis of research carried out by Yule in Purnami (2015:3) states that simply, conversational implicature is an indirect or implicit speech act: what is meant by a speaker's utterance that is not part of what is explicitly said. According to Hawley in Purnami (2015:2) states that there is a misunderstanding of Grice's distinction between saying and implicating. What other people meant is not depending on what other people said; in addition, people have to find out the implied meaning of other people's utterances. Hamadi & Muhammed (2009) stated that in the Gricean scheme, utterances make sense no matter whether there are missing or incomplete elements. Interlocutors are able to derive meanings from what is unsaid (implicated) depending on drawing related inferences to the particular utterance. Meaning is inferred from the use of some utterance in context.

According to Grice in Rahmi, Refnaldi, & Wahyuni (2018) stated that there are four maxims in Cooperative Principle, those are quantity, quality, relation and manner. In fulfilling maxim of quantity, the speaker should be as informative as it is required. Maxim of quality refers to the truth contribution which given by the speaker in the conversation. Maxim of relevance states that each participant's contribution should be expressed as relevant to the subject of the conversation. According to Yang in Mukaro, Mugari & Dhumukwa (2013) stated that implicature is when speakers are able to mean more than what is actually said. Thus, implicature is the additional, unstated meaning which the speaker implies. Implicature works where there is cooperation between the speaker and hearer. Grice (1975) states that conversational implicature is a nonconventional implicature based on an addressee's assumption that the speaker is following the conversational maxims and the cooperative principle. A conversational maxim consists of four rules, those are maxim of quantity,

quality, relevance and manner. Hamadi & Muhammed (2009) realized that a conversational implicature exists, the addressee depends on conventional meaning of the utterance first, as well as any reference that may be used. Second, the CP and its maxims. Third, the context, whether linguistic or otherwise. Fourth, background knowledge. The last one, the fact that all relevant elements mentioned above are available to both interlocutors.

The front office staffs at the restaurants in Ubud are the front office staff that are competent and qualified in their profession. Ubud is a famous local village for tourism, especially for the arts, paintings, local villager lifestyle, peaceful and quiet atmosphere of the village, geographical landscape, the rice field to be exact which is located in Gianyar regency.

This study exactly aims to investigate, describe and explain how the conversational maxims are observed by the front office staff when they handle table reservation. Through this study, the researcher correlates the observation of the conversational maxims to gender, so the researcher will find various findings in its observation. Based on the observation of conversational maxims, people generally often flout and violate the maxims rules. This research is trying to analyze the differences between the men and women ways in building communication and social interaction based on the conversational maxims.

As what have been stated above, the researcher is eager to find out the observation of conversational maxims, especially by the front office staff at the restaurants in Ubud when they handle table reservation. Therefore, the researcher is highly motivated to do a scientific research entitled “A Gender-based Analysis of Observance and Non-Observance of Conversational Maxims in Front Office Staff’s Speech at restaurants in Ubud district”.

Based on the background of the study, the researcher formulates the research questions of the present study as follows;

- 1) What conversational maxims are observed by the male and female front office staff at the restaurants in Ubud when they handle table reservation?
- 2) What types of non-observance of conversational maxims are committed by the front office staff at the restaurants in Ubud when they handle table reservation?

Generally, the purpose of this study is to investigate, describe and explain the observation of conversational maxims, especially by the front office staff at restaurants in Ubud district when they handle table reservation. Specifically, the purposes to be accomplished in this study are stated as follows:

- 1) To describe and explain what conversational maxims are observed by the male and female front office staff at restaurants in Ubud district when they handle table reservation.
- 2) To describe and explain what types of non-observance of conversational maxims are committed by the front office staff at restaurants in Ubud district when they handle table reservation.

One of the chief considerations which are taken into account in undertaking the present investigation is the significance of the expected research findings. The research finding of this study is

expected to bring beneficial influences to the front office staffs and other researchers. Therefore, the finding of the present investigation is expected to provide the theoretical and practical significances.

Theoretically, the findings of the present study are intended to the existing theories and empirical evidences of the working knowledge and principles of linguistic theories, particularly in the observation of conversational maxims, especially by the front office staff at restaurant in Ubud district when they handle table reservation.

Practically, the findings of the present study are expected as useful data for researcher and other future researchers, informative feedback to the front office staff also. Linguistically, the results of the study were expected to enhance the development of the observation of conversational maxims. This study would give insights on the relationship between what people said and what people meant sometimes are totally contrasted. In addition, the results of the analysis of the observation of conversational maxims under study were expected to be able to encourage other researchers to do similar studies on other context of situation and subjects. This would give wider views about the scope of knowledge of linguistic analysis.

RESEARCH METHOD

McMillan & Schumacher (2010:370) state that there are essentially three kinds of data in qualitative research studies-notes taken during observation and interviewing, audiotape-recorded interviews, and visual images. Hence, Fraenkel & Wallen (Purnami, 2015:37) also state that qualitative researchers use three main techniques to collect and analyze the data namely observing, interviews, and content analysis.

In this research, the collected data were in the form of transcripts of the audio-recorded interaction performed by the subjects in the restaurant. As one of the key characteristics of qualitative study, this study used direct data collection in collecting the data. In collecting the data of the study, there are some methods used namely 1) tape-recording; 2) note-taking. Observation was done to obtain the data by listening to the participants. McMillan & Schumacher (2010:350) state that observation is a way for the researcher to see and hear what is occurring naturally in the research site. The researcher also recorded all the data that occurred in the restaurant interaction. Audio-recording activity was done to gather primary data by means of an audio-recorder. In addition, the process of audio-recording was done when the researcher recorded the conversation in the restaurant interaction. After recording process, the audio-data recorded were transcribed into data transcriptions.

Fraenkel & Wallen (Purnami, 2015:38) state that one of the characteristics of qualitative research is that the natural setting is the direct source of data, and the researcher is the key instrument in qualitative research. Moreover, in this research, the researcher was the main instrument that used some resources of data collection those are pen, notebook, and audio-recorder.

According to Miles and Huberman as quoted in Sugiyono (2010:92), data was done in four concurrent activities, namely: data collection, data reduction, data display, and conclusion, the latter

activity including drawing/verifying. In this research, data collection processed into five steps. The researcher used Miles and Huberman procedures of data analysis that explain as follows.

- a. In data collection, the researcher collected the data. The data were collected by recording the restaurant interaction. The researcher also took notes during the restaurant interaction. The recorded data of restaurant interaction was transcribed.
- b. In data reduction, the researcher transcribed all the recorded data into written transcription, and then classified the data into the observation of conversational maxims of H.P. Grice.
- c. In the data display, the researcher organized the data for the analysis of research questions. The data display was also related to the records of the notes. After displaying the data, the researcher did data analysis by identifying and classifying the strategies employed by the guests and the staff, identified and analyzed the guests and staffs' reasons and the impacts of observing conversational maxims.
- d. In the conclusion step, the researcher did interpretation and drawn some conclusion on data. Fraenkel & Wallen (Purnami, 2015:42) state that a qualitative researcher who is observing the ongoing activities of restaurant interaction, for example, is likely to write up not only what the researcher listens but also the interpretations of those observations. In this research, some interpretation and conclusion are drawn as the conclusion step.

McMillan & Schumacher (2010:330) state that validity of qualitative designs is the degree to which the interpretations have mutual meanings between the participants and the hearer. In this study, for the validity and reliability, the researcher followed data triangulation, theory triangulation, and methodological triangulation. Janesick as cited in McMillan & Schumacher (2010:331) state that triangulation refers to use of multiple data sources to corroborate data, and multiple disciplines to broaden one's understanding of the method and phenomenon of interest.

FINDING AND DISCUSSIONS

In this research, there were 30 conversations of taking table reservation via telephone which were conducted by the front office staff at restaurants in Ubud district when they handle table reservation. Those thirty restaurants are located in Ubud district.

Table 1. Description of Observation Process

No.	Data	Restaurants	Location	Duration
1.	Data 1	Locavore Restaurant	Ubud	00:45 minutes.
2.	Data 2	Bridges Bali Restaurant Ubud	Ubud	01:37 minutes.
3.	Data 3	Laka Leke Restaurant	Ubud	00:40 minutes.
4.	Data 4	Petani Restaurant	Ubud	02:51 minutes.
5.	Data 5	Hujan Locale Restaurant	Ubud	01:18 minutes.
6.	Data 6	CasCades Restaurant	Ubud	02:22 minutes.

No.	Data	Restaurants	Location	Duration
7.	Data 7	Who's Who Restaurant	Ubud	02:08 minutes.
8.	Data 8	Bale Udang Mang Engking Ubud Restaurant	Ubud	00:46 minutes.
9.	Data 9	Swept Away The Samaya Ubud Restaurant	Ubud	02:18 minutes.
10.	Data 10	Rondji Restaurant	Ubud	01:09 minutes.
11.	Data 11	The Sayan House Restaurant	Ubud	01:18 minutes.
12.	Data 12	Bebek Bengil Restaurant	Ubud	01:42 minutes.
13.	Data 13	Tropical Bali Restaurant	Ubud	01:49 minutes.
14.	Data 14	Mozaic Restaurant	Ubud	01:44 minutes.
15.	Data 15	Indus Restaurant	Ubud	00:57 minutes.
16.	Data 16	Urbana Restaurant	Ubud	01:56 minutes.
17.	Data 17	Fly Cafe & Cuisine Restaurant	Ubud	01:32 minutes.
18.	Data 18	Pizza Bagus Restaurant	Ubud	01:09 minutes.
19.	Data 19	Maha Restaurant	Ubud	01:44 minutes.
No.	Data	Restaurants	Location	Duration
20.	Data 20	BLANCO par Mandiff Restaurant	Ubud	02:25 minutes.
21.	Data 21	Kubu Restaurant	Ubud	01:25 minutes.
22.	Data 22	Seniman Coffee Studio Restaurant	Ubud	01:28 minutes.
23.	Data 23	Bebek Tepi Sawah Restaurant	Ubud	01:47 minutes.
24.	Data 24	Folk Pool & Gardens Restaurant	Ubud	02:26 minutes.
25.	Data 25	Watercress Café Ubud Restaurant	Ubud	00:56 minutes.
26.	Data 26	Three Monkeys Restaurant	Ubud	00:49 minutes.
27.	Data 27	Japanese Diner AngKaSa Restaurant	Ubud	02:41 minutes.
28.	Data 28	Chill Out Bar & Restaurant	Ubud	00:42 minutes.
29.	Data 29	Laughing Buddha Bar Restaurant	Ubud	03:06 minutes.
30.	Data 30	Ganesha Ek Sanskriti Indian Restaurant & Bar	Ubud	01:24 minutes.

According to the data gathered by the researcher, the researcher found some findings related to on the observance and non-observance of Gricean maxims in their conversation during the restaurant setting interaction. Paul Grice (in Chenail, 2011:122) stated that the principle consists of four maxims: quality, quantity, relevance, and manner, which represents how people are anticipated to perform in a conversation, in general. In other words, the Cooperative Principle imposes certain restrictions on participants to adjust their speech in correspondence with the maxims. The observance of maxims produced by both front office staff and the guest in the restaurant setting interaction were maxim of quantity, maxim of quality, maxim of relation and maxim of manner. According to Grice (1975), who introduced the concept of Cooperative Principles. Maxim of quality is defined as one of maxims of cooperative principle in which speakers should be truthful. Maxim of quantity is defined as one of maxims of cooperative principle in which a contribution should be as informative as is required for the conversation to proceed. Maxim of relevance is defined as one of maxims of cooperative principle in which speakers' contributions should relate clearly to the purpose of the exchange. Maxim of manner is defined as one of maxims of cooperative principle in which utterances should be clear, brief, orderly and not obscure. The non-observance of maxims produced by both front office staff and the guest in the restaurant setting interaction were flouting the maxims, violating the maxims, and infringing the maxims. Rahmi, Refnaldi, & Wahyuni (2018) explained that the speaker and listener violate the maxim of quantity where they are informative as required, violate the maxim of quality where they are not truthful, violate maxim of relevance where they are become irrelevance, and violate maxim of manner where they are become ambiguous. Violations of conversational maxims contain implicature. It means that the speaker implicates something in their conversation.

Levinson in Chenail (2011:123) Unlike the violation of maxims, which takes place to cause misunderstanding on the part of the listener, flouting of maxims takes place when individuals deliberately cease to apply the maxims to persuade their listeners to infer the hidden meaning behind the utterances; that is, the speakers employ implicature. According to data gathered by Dewi, Artawa, & Udayana (2016), the principles of violation politeness maxims are often violated by people thus resulting in hurting others' feelings in daily life when making communication. Khosravizadeh & Sadehvandi (2011) stated that in the case of flouting (exploitation) of cooperative maxims, the speaker desires the greatest understanding in his/her recipient because it is expected that the interlocutor is able to uncover the hidden meaning behind the utterances. People may flout the maxim of quality so as to deliver implicitly a sarcastic tone in what they state. There are four types of flouting the maxims; flouting the maxim of quantity, quality, relation, and manner.

Second of non-observance maxims is violating the maxims. According to Grice (1975) stated that violation takes place when speakers intentionally refrain to apply certain maxims in their conversation to cause misunderstanding on their participants' part or to achieve some other purposes. The speaker deliberately tries to make the hearer misunderstanding the truth meaning of speaking. He tries to mislead the hearer to look for the surface words of the speaker saying. In the real life

situations, many people tend to tell untruth when they communicate, they even do multiple violations for laying purposes. People in real life tend to tell lies for different reasons, hide the truth, save face, feel jealous, satisfy the hearer, cheer the hearer, building one's belief, avoid hurting the hearer, and convincing the hearer.

According to data gathered by Thomas in Purnami (2015:47) explained that when the speaker has an imperfect knowledge or performance of language, he infringes the maxims like a young child or a learner of foreign language who has imperfect command of the language. Furthermore; nervousness, darkness, excitement may make impairment of the speaker's performance, in these cases s/he does the infringement. Sometimes a speaker infringes the maxims because he is incapable to speak clearly, he does not know the culture or enough knowledge of the language. According to data gathered by Thomas in Kondowe, Ngwira, & Madula (2014) explained that the maxim of quality is flouted when the speaker says something which is obviously not true. Speakers exploit the maxim of quantity by deliberately giving more or less information than required. The maxim of manner is exploited when there is absence of clarity, brevity and transparency of communicative intentions in the interlocution. The maxim of relation tends to occur when the response is obviously irrelevant to the topic, abrupt change of topic, overt failure to address interlocutor's goal in asking a question.

The front office staff and the guests must speak to each other cooperatively and mutually accepted one another to be understood in a particular way. The cooperative principle describes how effective communication in conversation is achieved in the restaurant setting interaction. The high percentage of front office staff's observance of maxims showed that most of the staffs in this study have applied the efficient and effective use of language in conversation. The researcher found that the front office staff in the observed in restaurant setting were being active and able to communicate fluently. In the restaurant setting interaction, the front office staffs were able to assist the guest in the restaurant. Nevertheless, some of front office staffs failed to observe the Gricean maxims while they assisted the guests in the restaurant, so it was occurred some of flouting, violating and infringing the maxims.

After conducting the conversational maxims research, the researcher analyzed the data, the following table showed the observance and non-observance of maxims uttered by the front office staffs and the guest in the restaurant setting interaction based on gender.

Table 2. Percentages of Male of Observance and Non-Observance of Gricean Maxims

No.	The Observance of Grice's Maxims Categories	Male	
		Frequency	%
1.	Quantity	8	100
2.	Quality	0	0
3.	Relation	0	0
4.	Manner	0	0
The Non-Observance of Grice's Maxims Categories			
	Flouting		
	Flouting of quantity maxim		

Flouting of quality maxim	5	62.5
Flouting of relation maxim		
Flouting of manner maxim		
Violating		
Violating of quantity maxim		
Violating of quality maxim	0	0
Violating of relation maxim		
Violating of manner maxim		
Infringing	2	25
Opting out	0	0
Suspending	0	0
Phatic Utterances (not types of conversational maxims)	0	0

From the table 1 above, the male percentages of observance and non observance Gricean maxims consisted of 8 observance of maxims and 7 non observance of maxims. The utterances were obtained from 30 data in restaurant setting. Generally, the male front office staff produced more observance of maxims than non-observance of maxims. The highest frequency of observance and non-observance of Gricean maxims was maxim of quantity (100%), then followed by flouting of maxims (62.5%), and infringing maxims (25%). There was no opting out of maxims and suspending of maxims occurred in the conversation between the male front office staff and the guest which was held in the restaurant setting. Besides that, not included on Gricean maxims, it was called phatic utterances was also found in the conversation between the male front office staff and the guest. Here, the male front office staff and the guest did phatic utterances in order to make sure that they were still connecting. On the other hand, it is not clear to what extent a ‘conversational’ principle can be generalized: the Gricean maxims are not equally applicable to every situation. Phatic utterances are not designed to fulfill any of the maxims. It means that male front office staff assisted the restaurant / hotel guest artificially, applied maxim of quantity effectively and efficiently in order to make the conversation such as it is required. The main focus of hotel and restaurant industry is service. Because of the main focus is service, so in this case the maxim of quantity must be dominant than others. Here, it was emphasized that the maxim of quantity must be dominant in the hotel and restaurant industry.

Table 3. Percentages of Female of Observance and Non-Observance of Gricean Maxims

No.	The Observance of Grice’s Maxims Categories	Female	
		Frequency	%
1.	Quantity	22	100
2.	Quality	1	4.5
3.	Relation	0	0
4.	Manner	0	0
	The Non-Observance of Grice’s Maxims Categories		
	Flouting		
	Flouting of quantity maxim	15	68.1
	Flouting of quality maxim		
	Flouting of relation maxim		
	Flouting of manner maxim		

Violating		
Violating of quantity maxim		
Violating of quality maxim	0	0
Violating of relation maxim		
Violating of manner maxim		
Infringing	2	9.0
Opting out	0	0
Suspending	0	0
Phatic Utterances (not types of conversational maxims)	0	0

From the table 2 above, the female percentages of observance and non observance Gricean maxims consisted of 22 observance of maxims and 17 non observance of maxims. Generally, the female front office staff produced more observance of maxims than non-observance of maxims. The highest frequency of observance and non-observance of Gricean maxims was maxim of quantity (100%), then followed by flouting of maxims (68.1%), and infringing of maxims (9.0%). Sometimes a speaker infringes the maxims because he is incapable to speak clearly, he does not know the culture or enough knowledge of the language. In this case, some of the female front office staff did infringing of maxims because they were lack knowledge and also incapable to speak English well, or even they could not speak English. When those female front office staffs hang up the phone and heard the guest speaking English, they asked the guest to wait a moment then it was heard on the phone they spoke to her front office staff friends that they couldn't speak English and asked for other front office staffs to handle the phone or reservation. There was no opting out of maxims and suspending of maxims occurred in the conversation between the female front office staff and the guest which was held in the restaurant setting.

CONCLUSION AND SUGGESTION

This present study was conducted to answer the research problem; what conversational maxims were observed by the male and female front office staff at restaurants in Ubud district when they handle table reservation and what types of non-observance of maxims were committed by the front office staff at restaurants in Ubud district.

After analyzing the data, the researcher got the result, shown that both male and female front office staff produced more observance of maxims than non-observance of maxims. I can conclude that the dominant maxim was observed by both male and female front office staff is maxim of quantity. According to Paul Grice, it states that "Make your contribution such as it is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged." The important thing should be emphasized that the main focus of hotel and restaurant industry is service. In this case, when front office staff take handling reservation, they should be informative as is required. Do not speak too much or too little information. The point is making your conversation as informative as is required. Not only it can reduce the high cost of communication via telephone, but also to build the trustworthy between the hotel and restaurant staff and the guests and also to establish

the hotel and restaurant more prestigious. Moreover, it is obviously needed to be informative, effective and efficient while doing a conversation in the hotel and restaurant; furthermore, it will bring advantages for both front office staff and the guest.

Language users should be aware of what other people meant is not only by what is stated by other people, but also what is strictly implied in an utterance or what is implicated by other people. People interact to make meanings; to make sense of the world and each other. It is made in particular context in which language is used. With respect to the result of analysis of the conversational maxims under study, the front office staffs are suggested to be able in communicating with each other by deeply understanding what is being implied or implicated by other people to get real meaning of what other people meant. Moreover, the front office staffs are expected to understand what is being talked, what other people meant and know how to maintain the interpersonal relations with each other, especially through other people utterances.

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