CHAPTER I
INTRODUCTION

1.1 Background

A speaker does not always explicitly say what she or he means much more than his or her utterance actually utters (Thomas 1995). In another case, a speaker may also provide information that intentionally confuses or misleads the hearer (Keenan 1976). Therefore, for the sake of a successful communication, both speaker and hearer should mutually cooperate with each other. Since, without cooperation, interaction would be counterproductive.

In pragmatics study, there are at least three big themes that are largely discussed, i.e. (1) speech act (Austin 1962; Searl 1970; Searl, Keifer and Bierwisch 1980; Blum-Kulka and Oldstain 1984; and Kasper 1989), (2) conversational implicature (Grice 1975; Keenan 1976; Levinson 1983; Sperber and Wilson 1986; Schiffrin 1994; Brown and Yule 1996; Van Dijk 1998; Saifullah 2002; Mooney 2004), and (3) politeness (Goffman 1967 in Haverkate 1988; Lakoff, 1973; Brown and Levinson 1978; Leech 1983; Matsumoto 1988; Kitao 1989; Mao 1994; Holmes 1995; Wilamová 2005; and Zhang and You 2009).

It was Grice, an English language philosopher, who firstly introduced the term ‘conversational implicature’ in a series of lectures at Harvard University in 1967. In Grice’s paper (1975) entitled ‘Logic and Conversation’, Grice promotes the CP which then republished by Davis (1991), and Jaworski and Coupland

The study of cooperative principles (hereafter called CP) is a sub-theory of conversational implicature. The CP rules the members of communication in order that the conversation will be coherent. In realizing the CP, Grice (1975) suggests that contribution to talk should be guided by four maxims as subordinate rules or sub-principles of CP, i.e. the maxim of Quantity, the maxim of Quality, the maxim of Relation and the maxim of Manner as follows (further explanation will be elaborated in Chapter II).

Since its emergence, CP has attracted a lot of linguists’ attention and critiques and until now it still invites controversy in accordance with its universality, practicality, and contradiction within the principles as pointed out by Keenan (1976), Levinson (1983), Sperber and Wilson (1986), Schiffrin (1994), Brown and Yule (1996), and Van Dijk (1998).

According to Keenan (1976: 23), CP is not universal by claiming that:

the Malagasy, for example, follow a completely opposite Cooperative Principle in order to achieve conversational cooperation. In their culture, speakers are reluctant to share information and flout the maxim of quantity by evading direct questions and replying on incomplete answers because of the risk of losing face by committing oneself to the truth of the information, as well as the fact that having information is a form of prestige.

Sperber and Wilson (1986) suggested that maxims of CP become only one: maxim of Relation. They drew attention to the central importance of relevance decisions in reasoning and communication. They proposed an account
of the process of inferring relevant information from any given utterance. To do this work, they used what they called the "Principle of Relevance": namely, the position that any utterance addressed to someone automatically conveys the presumption of its own optimal relevance.

Levinson (1983) explores his disagreement on the maxim of relation. In his view, the maxim of relation raises over-implicature what are uttered by the speaker. Gricean maxims are also criticized as the barriers in using language. Meanwhile, Leech (1983: 80) says that no principle can be absolutely applied. He even says that the maxims may also be contrary one another. According to Leech, there is a politeness principle with conversational maxims similar to those formulated by Grice. He lists six maxims: tact, generosity, approbation, modesty, agreement, and sympathy. The first and second form a pair, as do the third and the fourth. These maxims vary from culture to culture: what may be considered polite in one culture may be strange or downright rude in another. Meanwhile, Schiffrin (1994), Brown and Yule (1996) and Van Dijk (1998) attempt to critically develop the Grice’s theory in Discourse Analysis.

According to Schiffrin (1994), activity of discourse analysis can methodologically be done through pragmatic approach especially by using CP of Grice. Yule (1996) develops CP by correlating the presence of hedging and indirectness in an utterance. Yule (1996) points out that the use of hedging and indirect speech tend to flout CP maxims. Hedging is frequently used as sign of awareness, while indirectness is frequently used to show positive politeness. Meanwhile van Dijk (1998) develops Critical Discourse Analysis (CDA) in text of
news. According to him, in CDA, a discourse is also analyzed as a representation of social practice which is correlated to situation, institution and social structure. Therefore, van Dijk (1998) identifies five characteristics that have to be considered in CDA, i.e. act, context, history, power and ideology.

Despite the criticisms, a lot of research focuses on the CP maxims. The study of CP maxims generally concerns the flouts of utterance. This present study explored the flouts of CP made by the President of Indonesia, Susilo Bambang Yudoyono (SBY) in his presidential interviews. The use of SBY’s language was interesting to be investigated when delivering his ideas, opinion or even objection related to social and political issues. To public, SBY (Antara, Dec 26, 2006) declared that:

Pemerintahan yang saya pimpin telah memasuki tahun ketiga, karena itu ke depan saya akan lebih menggunakan bahasa terang.
(The government I lead has been entering the third year, therefore next I will use ‘clear language’).

On the day after that, to Kompas (Dec 27, 2006) he proposed:

Bekerja lebih konkret dan menggunakan bahasa terang, saya kira sudah saatnya, ...kurang katakanlah kurang, baik katakanlah baik, tidak baik katakanlah tidak baik. Dengan demikian tidak ada dusta di antara kita.
(I think it’s the time to work in a more concrete way and use ‘clear language’. ...bad or good will be said for the sake of the truth. Having done these things, there will be no more lies between us.)

From the above statement, SBY declared during the third year of the his government (first period), he flouted the maxim of Manner as indicated by words, “…therefore next I will use clear language” and “I think it’s the time to work in a
more concrete way and use clear language”. Maxim of Manner suggests that speakers have to try presenting meaning clearly, concisely orderly, and avoid ambiguity and obscurity of expression (Grice 1975).

Based on the brief overview above, I was encouraged to explore the phenomenon of the SBY’s language regarding social and political issues in the moments of presidential interviews whether or not he would consistently observe CP maxims.

1.2 Research Questions

The present study attempts to address the following research problems.

1. In what ways did SBY flout the maxims of CP in his presidential interviews?
2. What were the functions of flouts of CP in SBY’s presidential interviews?

1.3 Purpose of the Study

The present study is purposely designed to:

1. Identify the ways of SBY in flouting the maxims of CP in his presidential interviews;
2. Figure out the functions of flouts of CP applied by SBY in his presidential interviews.

1.4 Limitation of the Study

As mentioned above, this present study focuses on the flouts of CP which includes realization and function of the flouts. It also focuses only on one person,
i.e. SBY and one area of topic of interview, i.e. related to public interest. It also focuses on three transcripts of SBY’s presidential interviews chosen as the samples. Such a consideration was taken, since those interviews are still one area of topic in various situations both formal and informal. The topics of interview were extremely controversial related to the public’s interest at that time, i.e. (1) The SBY’s objection on DKP and foreign fund issues, (2) the Lapindo mudflow disaster, and (3) the 100 days of SBY’s government and Century Bank scandal. Those topics had also became the national media’s headlines and public discourse at that time.

The data were released by Bureau for Press and Media Presidential Household from December 2006-February 2010 as published by presidential official website: Http://www.presidensby.info. This consideration was taken to acquire the authenticity and naturalness of SBY’s utterances.

1.5 Significance of the Study

The present study about the flouts of maxims of CP on the texts of interview discourse has at least three advantages.

First, this present study is an effort to stimulate research on pragmatics since research and references on pragmatics are still rarely done in Indonesia. Second, this research may acquire explanations and arguments on how the CP is being applied in the texts of interview discourse. Third, this research is expected to be a model of discourse analysis based on pragmatic point of view. The model of analysis is meaningful to enrich the study of pragmatics.
1.6. Operational Definition

To clarify and avoid misunderstanding in this present study, some key terms are defined within the context of the present study. They include cooperative principle, presidential interview, and flout.

1. Cooperative Principle (CP) theory depicts what should be done by conversation members so that the conversation will be coherent (Grice, 1975). It is a concept that conversation should provide amount of information so that people involved in a conversation will cooperate each other. Paul Grice is the linguist who firstly proposes the CP theory. Further, Grice (1975) clarified that CP is a sub-theory of the conversational implicature related to the language usage. The CP suggests that contribution to talk should be guided by the four maxims, i.e. maxim of quantity, maxim of quality, maxim of relation and maxim of manner.

2. An interview is a conversation between two or more people (the interviewer and the interviewee) where questions are asked by the interviewer to obtain information from the interviewee (http://en.wikipedia.org/wiki/Interview). The presidential interview in this context is a conversation between journalist(s) (interviewer) and the President of Indonesia, Susilo Bambang Yudoyono (interviewee) for the purpose of eliciting information for publication.

3. A maxim flout is “one of non-observance of CP or the prototypical case of deliberate, ‘blatant’ non observance of a maxim by the speaker, accompanied by the making of an implicature by the hearer” (Mey, 1998: 372).