

CHAPTER V

CONCLUSIONS AND SUGGETIONS

This study has investigated flouting the maxims in food vendors' utterances in the Kopo area in Bandung. The findings were already presented and discussed thoroughly in chapter four. This chapter summarizes the conclusions and suggestions for further studies. The conclusions comprise the major findings that were elaborated in the previous chapter.

5.1 Conclusion

Based on the analysis, the results of this study can be concluded as follow:

First, it was found that three food vendors flouted the maxims and their speech functions appeared in their utterances. From 106 flouts of maxims, the maxim of quantity was the type of maxim which occurred the most frequently in the food vendors' utterances. This was evidenced by the biggest number of occurrences that reached the percentage 36.8%. Whereas, the smallest number of occurrences was the maxim of quality with 9.4%.

In addition, the flouting of maxims was identified through six manners; those are giving more information, less information, unnecessary prolixity, obscure utterances, false facts and irrelevant answer. The food vendors mostly flouted the maxim by giving more information (35.4%) and the lowest percentage was reached by giving false facts (3%). Meanwhile, the other manners of the food vendors in flouting the maxims were on average. This study also shows that the highest

percentage appeared in the food vendors' statement (53.5%). The next types of speech functions occurred in food vendors' utterances were a discourse of offer (23.3%), a discourse of question (18.9%), and a discourse of command (4.3%).

Second, the analysis results indicate that the Conversational Maxims were not found among the food vendors' utterances. This is due to the manners of the food vendors in promoting their products. To make the costumers more interested in their products, the food vendors sometimes gave more and less information, unnecessary prolixity, false facts and ambiguous utterances to them.

Third, all the food vendors flouted more than one maxims in their utterances at the same time. It was done to achieve their purpose, that is, to get buyers as many as possible. By giving more information and uttering obscure utterances at the same time, the food vendors believe that they are able to persuade the costumers to buy their products.

Lastly, in persuading the costumers, the food vendors expressed their utterances through particular speech functions referring to offer, command, statement and question. By using the speech functions, they played their speech role in communication. Not only the food vendors who applied speech functions in their verbal interaction but also their costumers. Moreover, the food vendors tend more dominant in using speech functions in their communication than the buyers.

5.2 Suggestions

Considering the findings of the study, some points are recommended in the following suggestions:

First, the study of flouting the maxims has limited time that is only conducted for ten days. Therefore, further studies should be done for more than ten days in order to get more data. It is because the more data are gained the more various data can be discussed.

Second, this study was only conducted to investigate the flouting of maxims and speech functions. For readers who are interested to conduct further research, it would be better to analyze the differences between food vendors' utterances with other vendors' utterances based on Grice's Conversational Maxims. It will enrich the findings and the discussions and it also will give better comprehension to the researcher.

