## TABLE OF CONTENTS

STATEMENT OF AUTHORIZATION ................................................... i
ABSTRACT .................................................................................. ii
PREFACE ...................................................................................... iii
ACKNOWLEDGEMENT ................................................................... iv
TABLE OF CONTENTS .................................................................... v
LIST OF APPENDICES .................................................................... viii

CHAPTER 1

INTRODUCTION ............................................................................. 1
  1.1 Background of the Study ....................................................... 1
  1.2 Research Questions ............................................................. 5
  1.3 Purpose of the Study ............................................................. 5
  1.4 Scope of the Study ............................................................... 6
  1.5 Significance of the Study ...................................................... 6
  1.6 Research Methodology ....................................................... 6
  1.6 Organization of the Study .................................................... 7

CHAPTER II

LITERATURE REVIEW ................................................................. 8
  2.1 Grice (1975)’s Cooperative Principles .................................... 8
    2.1.1 Maxim of Quality ......................................................... 10

Dony Wijaya Kusumah, 2015
AN ANALYSIS OF CONVERSATIONAL IMPLICATURES DURING THE DEBATES BETWEEN 2012 CANDIDATES OF DKI JAKARTA GOVERNOR
Universitas Pendidikan Indonesia | \.upi.edu perpustakaan.upi.edu
2.1.2 Maxim of Quantity ................................................................. 10
2.1.3 Maxim of Relevance .............................................................. 11
2.1.4 Maxim of Manner ................................................................. 11
2.2 Conversational Implicatures ....................................................... 12
   2.2.1 Generalized Conversational Implicatures ............................... 13
   2.2.2 Implicature Scale .............................................................. 13
   2.2.3 Specific Conversational Implicatures ..................................... 14
2.3 Politeness: Principles and Maxim ............................................ 14
2.4 Hedges ..................................................................................... 18
2.5 Concluding Remarks ............................................................... 20

CHAPTER III

RESEARCH METHODOLOGY ............................................................ 21
   Research Design ........................................................................ 21
   3.1 Data Collection ..................................................................... 21
   3.2 Data Analysis ....................................................................... 21
   3.3 Concluding Remarks ............................................................ 23

CHAPTER IV

FINDINGS AND DISCUSSIONS .......................................................... 24
   4.1 Research Findings ............................................................... 24
      4.1.1 The flouting of Quality Maxim ....................................... 25
      4.1.2 The flouting of Quantity Maxim .................................... 29
4.1.3 The flouting of Relevance Maxim ............................... 30
4.1.4 The flouting of Manner Maxim ................................. 36
4.1.5 Scaled Implicatures ............................................. 40
  4.1.5.1 Quantity Scale ........................................... 40
  4.1.5.1 Frequency Scale ........................................... 41
  4.1.5.1 Certainty Scale .......................................... 42
4.1.6 Hedges ................................................................ 43
4.2 Discussion ............................................................... 46

BAB V
CONCLUSIONS AND SUGGESTIONS ..................................... 50
  5.1 Conclusions ........................................................... 50
  5.2 Suggestions ........................................................... 51
REFERENCES
APPENDICES
LIST OF APPENDICES

Appendix I  Data Collection Technique

Appendix II  Data of Violation towards Maxims

STATEMENT OF AUTHORIZATION

I certify that the research paper entitled “An Analysis of Conversational Implicatures During the Debate Between 2012 Candidates of DKI Jakarta Governor” and submitted in partial fulfillment of the requirements of sarjana sastra degree is my own work, except where due references are made in the text, and that it contains no material which has been submitted for the award of any other degree or diploma in any university or institution.

Bandung, August 2015

Dony Wijaya Kusumah
ABSTRACT

An Analysis of Conversational Implicatures During the Debate Between 2012 Candidates of DKI Jakarta Governor

Dony Wijaya Kusumah (1003418)

Main Supervisor: Eri Kurniawan, M.A., Ph.D.

Co-Supervisor: Ruswan Dallyono, S.Sos.,M.Pd.

This study seeks to investigate the conversational implicatures during the debate between 2012 candidates of Jakarta Governor and to identify which maxims the candidates failed to observe, also to identify what implicatures that are attained from the violated maxims. Data were taken from DKI Jakarta governor candidates debate aired on Metro TV on August 18, 2012. Data relevant to implicatures were marked and numbered. The data were analyzed by classifying conversations with maxim violations. The results show that the governor candidates commit flouting towards Grice's (1975) maxims. The maxim the candidates violated the most was relevance maxim. Furthermore, the flouting occurs due to several factors comprising lack of knowledge, insufficient evidence, and avoidance answering questions in purpose. However, even though some violations were done, some of the candidates were able to use sentences or utterances in compliance with the cooperative principles.
**Keywords:** Conversational Implicatures, Debate, Grice’s Maxims, Maxims Flouting

---

**PREFACE**

First and foremost I want to thank Almighty God, the compassionate, the almighty Merciful, who kindly helped me to complete this research by providing the blessings of health, strength and ability.

The research paper, entitled “An Analysis of Conversational Implicatures During the Debate Between 2012 Candidates of DKI Jakarta Governor” is submitted to the English Education Department in partial fulfillment of the requirements for Sarjana Sastra Degree.

There is still room for improvement in this research paper, so that I highly appreciate constructive advice and feedback from the readers. I hope that this research paper will provide a valuable contribution for those who are interested in investigating the realizations of self-reference in Indonesia.
ACKNOWLEDGEMENT

The success of this research is attributed to the extensive support and assistance from my supervisor, Mr. Eri Kurniawan, M.A., Ph.D. I would like to express my grateful gratitude and sincere appreciation to him for his guidance, valuable advice, supervision, encouragement and kindness to me throughout this study. He’s been a father figure to me and had never made me feel that my father is not with me by providing me the advices at times. Not to forget Mr. Ruswan Dallyono S.Sos.,M.Pd, who deserves my huge appreciation for his intellectual supports, valuable ideas, guidance and patience in directing and correcting my writing.

Very special thanks go to Ms. Assyifa Maryam for her friendship, sanity, good times and love. You have helped me stay sane through these difficult years.
Your support and care helped me overcome setbacks and stay focused on my study. I greatly value our friendship and I deeply appreciate your belief in me.

Most importantly, none of this would have been possible without the love and patience of my family and my love, Alvi. They keep encouraging me when I encountered difficulty during the process of writing. You have been a constant source of love, concern, support and strength all these years. I would like to express my heart-felt gratitude to you all.
AN ANALYSIS OF CONVERSATIONAL IMPLICATURES DURING THE DEBATES BETWEEN 2012 CANDIDATES OF DKI JAKARTA GOVERNOR

Universitas Pendidikan Indonesia | \.upi.edu perpustakaan.upi.edu