CHAPTER I
INTRODUCTION

This chapter introduces the present study. It contains the background of the study, the statement of the problems, the aims of the study, the scope of the study, the significance of the study and the clarification of key terms. This chapter ends with the organization of the paper which describes how the paper is organized.

1.1 Background of the Study

It is widely believed that a conversation is an important means of communication. This is in line with Paltridge's (2006) statement that conversation brings people together to interact with one another, for instance, to convey messages or to exchange information. Therefore, conversation helps people to gain social relationship. In a conversation, it is assumed that speakers and hearers try to cooperate with each other for a meaningful interaction. This underlying assumption is known as the Cooperative Principle proposed by Grice (1975).

Cooperative Principle consists of four conversational maxims; i.e. quantity, quality, relation and manner. Each maxim has impact on conversations based on their type and function. These maxims are considered as rules or guidelines that need to be obeyed by the speakers and hearers if they want to have a successful conversation. Maxim quantity, for instance, makes sure that speakers talk as it is required. Maxim quality tends to bring sincerity from the conversation. Maxim of relation helps both speakers and hearers in the same common ground, and maxim of manner avoids ambiguity in conversation. These maxims, if followed by people, are also known as observance maxims.

However, people do not always observe the maxims in their conversation, which is known as non-observance maxims. Non-observance of

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maxims is divided into five types, namely flouting, violating, infringing, opting out and suspending (Grice, 1975). Flouting a maxim happens when a speaker blatantly fails to observe a maxim without any intention to mislead a hearer. Violation is a condition where the speakers do not purposefully fulfill certain maxim and they are responsible to mislead the hearers. Infringing a maxim occurs when the speaker fails to observe a maxim with no intention or motives to generate an implicature from what he or she said. Opting out a maxim occurs when the speaker does not want to cooperate and mostly gives unexpected reply in abnormal way which does not fulfill the maxim requires. When a speaker suspends a maxim, he or she speaker cannot say something directly because he or she belongs to a certain culture which does not allow he or she say it, for instance, taboo words. These non-observance of maxims may occur due to certain conditions, such as to hide the truth, to please others, or to create jokes. In addition, non-observance of maxims does not only happen in face-to-face interaction, but also in communication that occur via computer-mediated formats, such as, e-mails, CMC, chatrooms, online forums, and social medias.

Since the non-observance of maxims can sometimes happen deliberately and may occur in different contexts other than face-to-face interaction, number of studies examining these issues in internet-based social networking were conducted. Moreover, the studies take different computer-mediated formats to discover how people fail to observe non-observance of maxim, such as in Netiquette (Krulatz, 2012 and Darabi & Kani, 2014), Computer-Mediated Communication (CMC) (Kaul & Kurkani, 2005 and Atifi, Mandelcwajg, & Marcoccia, 2011), and social media (Hanifah, 2013 and Tabe, 2016).

Darabi and Kani (2014) for instance, observed flouting of maxims on 100 e-mails sent to the Ninth International TELLSI Conference (Academic Correpondence in Iran). The purpose of the study is to reveal the effect of participants' gender and educational level towards netiquette rules. The result

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of the study demonstrates that females and the ones with higher educational degrees consider netiquettes more than males and participants with lower educational level.

Another study of non-observance maxims in Computer-Mediated Communication (CMC) was conducted by Atifi, Mandelcwajg, and Marcoccia's (2011). They discover discursive behaviors which permit the online discussants to respect maxim of quantity in conversational analysis of various French-speaking internet newsgroup. It was found that the failure of people observe maxim of quantity in CMC is because they tend to express emotion (for example, smileys, cut and paste, hyperlinks) where the communication in CMC does not involve emotional communication.

With regard to social media, Hanifah (2013) used Facebook, as her data source. In her study, she compared types of maxims which are not observed by male and female Facebook users. The findings show male users mostly broke maxim of relation and female users mostly broke maxim of quantity.

Among those three studies, none of them observed people who performed non-observance of maxims deliberately. All of those previous studies focused on non-observance of maxims which were done unintentionally. Hence, to fill the gap, the present study is conducted to discover how the users of *Ask.fm* break the maxims deliberately by applying Grice's Cooperative Principle (1975).

Regarding *Ask.fm*, it is the first platform which is based on question-answer interactions. According to early observation of social media *Ask.fm*, it is found that most people in *Ask.fm* broke the maxims as they answered questions from anonymous people. Therefore, by conducting this present study, it is expected to discover the reasons people deliberately break the maxims from the questions which are addressed to them in social media *Ask.fm*.

1.2 Statement of Problems

The problems in this study are formulated in the form of questions as follows:

1. What types of maxims do Ask.fm users break?

2. What types of non-observance of maxims are committed?

3. What are some possible reasons that cause *Ask.fm* users break the maxim?

1.3 Aims of Study

Given the formulation of the research questions above, this study is conducted with two purposes:

1. To reveal types of maxims which are broken by *Ask.fm* users.

2. To discover types of non-observance of maxims.

3. To examine possible reasons which cause *Ask.fm* users break maxims.

1.4 Scope of the Study

This present study focuses only on non-observance of maxims. The participants are Indonesian *Ask.fm* users who are categorized as *'SelebAsk'*. The data are in the form of anonymous and 'seleb-ask' interaction collected in *Ask.fm* social media. The interaction reveals the reaction of users towards anonymous questions. The questions which are asked by anonymous in social media *Ask.fm* in this study are in Indonesian, English, or Indonesian-English language.

1.5 Significance of the Study

The results of the study aim to provide theoretical and practical benefits. In terms of theoretical benefits, the results of this study are expected to give new information related to non-observance of maxims based on the social media which is used in this study, *Ask.fm*. Regarding practical benefits, the findings of this study are expected to invoke people's awareness of failure to observe maxims, to make others gain a new knowledge of maxims, and review on the

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usage of social media *Ask.fm*. Therefore, the result of this study is supposed to be the reference for other researchers to uncover something that might fill the gap of pragmatics area of study.

1.6 Clarification of Key Terms

In this study, there are some terms which help the readers understand the term, which are:

1. **Maxims**

   Cooperative Principle rules which are proposed by Grice that set us to answer people's question or give some responses to a statement which is related to the topic. Maxims are divided into four categories: Maxim of quality, maxim of quantity, maxim of manner and maxim of relation. Further detail explanation can be seen in Chapter II.

2. **Non-observance of Maxims**

   The conditions when the speakers fail to observe maxims in a conversation. Non-observance maxims are categorized into five types, flouting, violating, infringing, opting out, and suspending. Further explanations are in Chapter II.

3. *Ask.Fm*

   The first social media which employs interaction based on question-answer. *Ask.fm* has a system where you can ask your friends anonymous or not.

4. *Seleb Ask*

   Some people who are famous or mostly known well by internet citizen in social media. Most of them receive anonymous questions in *Ask.fm*. People who become *Seleb Ask* are not bound to certain characteristics. Some of *Seleb Asks* do not know other *Seleb Asks* because they have different backgrounds and interest.

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1.7 Organization of the Study

This study is organized into five chapters. Each chapter tells the details about different information of idea of the study. Each chapter of this paper is elaborated, as follows:

CHAPTER I INTRODUCTION

It provides the background of the study, the statement of the problems, aim of the study, scope of the study, significance of the study, clarification of key terms, and organization of the study.

CHAPTER II THEORETICAL FOUNDATION

This chapter elaborates the theoretical reviews, ideas and issues which is relevant to this study. Chapter II discusses cooperative principle, non-observance of the maxim, implicature, the use of language in written conversation, Ask.fm (Social Media), and previous related studies on non-observance of the maxims.

CHAPTER III METHODOLOGY

This chapter explains approaches and procedures of how the study is conducted. It includes research design, participants and context of the study, data collection, framework of data analysis, and concluding remarks.

CHAPTER IV FINDINGS AND DISCUSSIONS

This chapter serves the findings and discussion of the study. It elaborates the result of the present study which concerns the major issues stated in research questions. Furthermore, it provides the discussion on the significance results and relates the result to related theories and previous study.

CHAPTER V CONCLUSIONS AND SUGGESTIONS

This chapter is the last section of present study. It contains the interpretations toward the result of the research in a form of conclusion and suggestion in accordance with the research.