**CHAPTER IV**

**FINDINGS AND DISCUSSION**

This chapter presents the finding of the study which is the analysis of the data and the discussion based on the finding.

**4.1 Findings and Analysis of the Flouting of Maxims**

In this sub-chapter, the researcher presents the maxims that are flouted by the host and the guest in Sarah Sechan talk show based on Grice’s theory of cooperative principle (1975). After analyzing the transcription of the show, it was found that there are 46 utterances that contain flouting of maxims. The utterances are displayed in Appendix 1.

There are 46 utterances that contain flouted maxim. It was found that all the maxims based on Grice’s theory are flouted by the host, who is Sarah Sechan and the guest, who is Fitri Tropica. This section discusses about to what extent the maxims are flouted in each utterance regarding the classification of the flouted maxims, the implicit meaning and the aims of the use of flouting of maxim by considering the context.

**Datum 1**

*Sarah : Selamat malam untuk semua yang lagi nonton terima kasih udah nyalain TV mo nonton acara ini selama satu jam kedepan kita ketawa-ketawa OK.* ***Kalo lucu, kalo gak lucu jangan ketawa ntar dianggap gila ya, jadi kalo gak lucu serius aja.***

‘Good night everyone, for you who are watching the show. Thank you for turning on the TV willing to watch this show. In an hour to go we are going to have fun and laughs together if it is funny, OK. **If it is not funny, do not laugh unless you’re crazy, right. So if it’s not funny just be serious.’**

Flouted Maxim: **Maxim of Quantity**

**Context:**

The utterance is performed when the host, Sarah, opens the show. She greets the viewers at the studio as well as at home and thanks them because they would love to watch the show for an hour to go. Then, she invites the viewers to join to have fun and laugh together if the show is funny. She says not to laugh if it is not funny unless the person will be considered as a crazy person. Hence, if it is not funny, just be serious.

**Analysis:**

In this data the host, Sarah, flouts the maxim of quantity. She adds information that is actually not required. She states the viewers to laugh if it is funny. Logically, in communication people will laugh for something funny. However then she adds more utterance to emphasize her statement. She states not to laugh if it is not funny unless the person will be considered as a crazy people. Considering the maxim of quantity, this is actually not necessarily added. It means that *kalo lucu* is actually informative enough to inform that the audience should be laugh when the show is funny. The next utterance says that do not laugh if it is not funny. Of course that people laugh to only funny things. Then she adds the reason is if someone laughs he/she is considered crazy people. This is actually not necessary to be added as well. It is because, relating to context, it shows the cultural context. In this case, considering to Indonesian culture, there is an assumption that crazy people laugh with no reason. In other words, she refers to the audiences as the crazy people, if they laugh with no reason in this case the joke is not funny. Hence, all the audiences should know that it should not be necessaryly uttered instead. Related to the situational context, the utterance is uttered obviously in the studio when she is opening the show while greeting the viewers. She utters that while looking at the viewers in the studio. It means that she actually tends to refer her utterance more to the audiences in the studio.

Considering the context and the meaning behind the utterance, there is an implicit meaning behind it. The host implies the audience to watch the show well. She invites the audience to have fun with the show and laugh. However, it is obvious that the utterance is to create laughter. In this case she flouts the maxim and tends to emphasize her utterance to create a joke. It is because the audiences laugh after she says that. In short, she flouts the maxim to create a joke in the show.

**Datum 2**

*Fitri : Mama!*

*‘*Mama!’

*Sarah : Sebentar nggak usah ditepukin, nggak mungkin dong Fitri Tropica,*

*kenapa manggil aku mama.*

*‘*Wait a minute. Don’t give applause, it’s impossible that Fitri Tropica

calls me mama?’

*Fitri :* ***Nggak mungkin kalo dari wajah sih nggak keliatan, memang nggak***

***layak kalo dipanggil mama, tapi ikatan aku sama Rajata yang mengatakan***

***semuanya****.*

*‘***It is impossible, if you see it through the face it can’t be seen, but**

**the bound between me and Rajata tells everything’**

Flouted Maxim: **Maxim of Quality**

**Context**

Sarah invites the show’s guest, Fitri. She comes and addresses Sarah as her mother. However, Sarah replies by saying that she does not believe why Fitri calls her as a mother and ask her back. Fitri replies that the bound behind her and Rajata (Sarah’s son) says a lot.

**Analysis**

In this data, the guest, Fitri flouts the maxim of quality. She says something that is untrue. In fact, she is not the daughter of Sarah but she says so because she has a family bound with Sarah’s son, Rajata. It is clear that she flouts the maxims of quality and all the people may notice. Related to the context, there is an interpersonal context between them. Fitri seems to know who Rajata is really well by mentioning him in front of Sarah. It means that both share the same knowledge of who Rajata is and mention him in that utterance comfortably. Considering the meaning, it is implicitly stated that Fitri actually wants to “be Sarah’s daughter” or another words, she wants everybody notice that she is close to Sarah personally by saying that she bounds to her son. However, in this case, it obviously shows that Fitri’s lie and flouted maxim utterance is to tease Sarah to create a joke.

**Datum 3**

*Sarah : Oh my god, kenapa dia ceria selalu, vitamin apa yang kamu minum hai Fitrop?*

*‘*Oh my god, why does she always look cheerful, what vitamin do you drink Fitrop?’

***Fitri : Eh aku selalu pastikan kalo misalkan aku tidak pernah kehilangan suplemen Ginkgo biloba****.*

*‘***Ehm, I always make sure that I’ll never miss to get my supplement which is Ginkgo biloba.’**

Flouted Maxim: **Maxim of Quality**

**Context:**

The talk show begins and both the host and the guest sit down and start the talks. Seeing how energetic and how cheerful Fitri is, Sarah asks her what vitamin she drinks that makes her cheerful always. Fitri replies that she drinks the supplement called Ginkgo Biloba.

**Analysis**

In this data, Fitri flouts the maxim of Quality. However, considering her way of speaking and the gesture, she actually lies. She utters it in a humorous way and confidently. However, as it is known Ginkgo biloba is a traditional medicine that is mostly used as the medicine of memory disorders as well as blood circulation (<http://www.webmd.com/vitamins-supplements/ingredientmono-333-GINKGO>), mostly known in a traditional Chinese medicine, and it clearly does not have any relation with the vitamin of being cheerful. Sarah as the hearer and also the audiences instantly laugh after Fitri says it. It is obvious that she intentionally flouts the maxim of quality to create a joke and entertain the audiences. The implication is Fitri does not really drink ginko biloba and she chooses to pretend to drink it to create a fun talk between them.

**Datum 4**

*Sarah : Serius!*

*‘*Are you serius!’

*Fitri :* ***Enggak, sebenernya kalo, kalo vitamin sih nggak pernah ada, cuman ibaratnya kalo aku selalu biasanya, cuman mengambil, eh, cuma ngerjain apapun yang memang aku happy ngerjainnya.***

***‘*No, actually I’ve never drink a vitamin or something, but it is more like, I always, usually, just take, ehm, just do everything I would love to do. I feel happy to do it.’**

Flouted Maxim: **Maxim of Manner**

**Context:**

Related to Fitri’s answer about Gingko Biloba as her daily supplement, Sarah asks if Fitri is serious with her answer. She says no and clarifies that she lies about her answer before (data 3) and states that she only does everything she loves.

**Analysis**

In this data, Fitri flouts the maxim of manner. Considering the sub-maxim of manner, Fitri’s answer does not seem to be brief. She utters it by mentioning some of the verbs and seems to think and chooses what words she has to use. The utterance is “…*cuman ibaratnya kalo aku selalu biasanya, cuman mengambil, eh, cuma ngerjain apapun yang memang aku happy ngerjainnya.”* She starts with the word “*ibarat*” which means “is like” and then switches it into “*mengambil*” which means “take” and then “*ngerjain*” which means “do”. In this case, it is obvious that she is not brief in uttering what she means by saying something that does not represent what she means. Related to context, the flouting of maxim of manner that she does which is by not being brief, is because she tries to choose the correct word to deliver what she means. By saying the correct word, it can imply the meaning of the utterance well. The implication is she is trying to choose word to represent her thought well by signaling some words to mean her utterances. Therefore, the flouting in this case is used to get the meaning delivered well even though it is not brief but she tries to deliver the true information she wants to utter.

**Datum 5**

*Sarah : Terakhir sedih kapan?*

*‘*When is the last time you felt sad?’

*Fitri :* ***Eh, terakhir sedih ketika mendekati tanggal tua ya! Sedih banget.***

***‘*Ehm, the last time I felt sad is when it was getting closer to the last dates of the month. It was really sad.’**

Flouted Maxim: **Maxim of Quality**

**Context**

Sarah asks Fitri when the last time she felt sad. Her answer is when the time is close to the last dates of the month. She says that was the saddest time.

**Analysis**

In this data, Fitri flouts the maxim of quality. Related to her way of saying, she answers it in a humorous way; she shows the expression of serious-like and sad-like at the same time. In this case, she flouts the maxim of quality. Despite the fact the she tries to be funny she apparently tells lie. It is probably not when the last dates of the month that make her feel sad but because she wants to create a joke she chooses to say that. The expression and the way she speaks are the indications that she is actually joking. The implicit meaning in this case, is perhaps she concerns a lot about the money she has, although it may be a joke. However, in short, the flouting of maxim in this case is used to create a joke.

**Datum 6**

*Sarah : Kenapa? Bayaran suka telat?*

*‘*Why? You often get your salary overdue?’

*Fitri :* ***Eh nggak, ketika mendekati tanggal tua itu, eh, dan kalo misalkan paling sedih itu kalo misalkan dikasih harapa palsu.***

***‘*Ehm, no. When it is getting closer to the last dates of the month, ehm, and the saddest part is when I get a fake hope.’**

Flouted Maxim: **Maxim of Manner**

**Context:**

The dialog is the continuation of Datum 5. Sarah asks her about being sad in the last dates of the month. What happens at the last dates of the month and whether she often gets her salary orverdue or not. She answers no and says about how it feels when it gets closer to the last dates of the month. However, then she continues that what make her so sad is when she gets the fake hope.

**Analysis**

In this data, Fitri flouts the maxim of manner which flouts its sub-maxim that is being in order. At first, she says in a certain topic (the last dates of the month) but then shifts it into another topic (fake hope). It can be said that she is not cooperative in term of manner. However, she says it in a humorous way and serious-face-like. The expression she shows indicates that she actually means it. The flouting of maxim in her utterance is to clarify the actual thing that makes her sad and also it aims obviously to create a joke.

**Datum 7**

*Sarah :* ***Terus fitrop, aku pengen tahu kamu inget nggak hari pertama kamu shooting, hari pertama kamu ada di televisi, rasanya gimana? Ngerjain apa waktu itu? Ngapain?***

‘**Then Fitrop, I want to know, do you still remember your first filming, the first day of filming, how was it like? What did you do?’**

Flouted Maxim: **Maxim of Manner**

**Context**

In this utterance, Sarah asks Fitri of how her first shooting was like, how was her first day of being on television, and what she was doing at that time. However, at the end, the point of her question is what Fitri was doing at her first shooting.

**Analysis**

In this data, Sarah flouts the maxim of manner in which she is not being brief. It can be said that she wants to ask all the points (all those questions) but since it is all related to each other she asks it in one question. However, it becomes too long and not brief in term of manner. Related to context, she flouts the maxim of manner. It might happen because she wants to emphasize her questions. Since the show is designed as relax and enjoyable talks, she is not hesitate to ask her guest with a question that seems needs a broader and detail answer. The implicit meaning behind it can be identified that she wants to know more about Fitri’s activity during her first shooting. In this case, the flouting is used to get the answer that is true and detail. Besides, it is also to indicate the close interpersonal relationship between both of them that they can talk comfortably one another as well because she is not hesitate to know more about the hearer’s activity in the past.

**Datum 8**

*Sarah : Tapi ngapain kamu pada saat itu, pertama kali shooting itu kamu ngapain?*

*‘*But, what did you do at that time, the first time you’re filming, what did you do?’

*Fitri :* ***Eh, pokoknya waktu itu ngapalin naskahnya jadi manusia purba ya.***

***‘*Ehm, at that time I had to remember the script which was being homosaphiens.’**

Flouted Maxim: **Maxim of Quality**

**Context**

This conversation still talks about Fitri’s first filming experience. Sarah asks Fitri what she was doing in her first filming and she answers that she got to memorize the script which was being a homosapiens.

**Analysis**

In this data, Fitri flouts the maxim of quality. Related to context, her expression and the way she says and by considering the principle of maxim of quality which requires truthfulness, it is obvious that she tells a lie. The utterance was reacted by the laughs from the audience as well as the strange kind of face expression of Sarah. In this case, it is obvious that she flouts the maxim of quality intentionally to create a joke in the show. The implicit meaning is she does not really want to answer directly by making joke and telling a lie. In other words, the flouting here is used to create a fun situation by making fun of herself by saying something that is obviously not true.

**Datum 9**

*Sarah : Coba coba coba, masih inget nggak itu berapa tahun lalu?*

*‘*Alright, give it a try, do you still remember, whe was that, how many years ago?’

*Fitri :* ***Eh pokoknya dialognya itu waktu itu memang agak puitis, agak susah, jadi memang butuh agak banyak waktu ntuk ngapalin skripsnya.***

***‘*Ehm, at that time, the dialog must be quite poetic, quite hard, so it needs a lot time to memorize the scripts.’**

Flouted Maxim: **Maxim of Relation**

**Context**

Sarah asks Fitri to remember in what year her first act happened. However she gives different answer instead of mentioning the years. She answers about the line that she had to remember which she thinks it is quite poetic, quite difficult and needs more time ro remember the script.

**Analysis**

In this data, Fitri flouts the maxim of relation. Relating to context, she flouts the maxim maybe because she wants to emphasize about the dialog which is the point rather that saying something else. Fitri chooses to be irrelevant to the question because she wants to emphasize the meaning she wants to utter. She tries to point out directly to describe the dialog that she thinks it is quite poetic and difficult, to attract and invite the hearer’s intention that she actually did an interesting act. The implicit meaning is she feels that the line she had to remember was actually great and need effort to remember. Rather than she answers the year she did that, she wants to go straight forward to the dialog. In short, the flouting is used to create an interesting and fun talk to create laughter for in the show.

**Datum 10**

*Sarah : Ya udah, perlu kita kasih waktu berapa lama 5 jam cukup nggak?*

*‘*Ok, what time do you need, 5 hours, is that enough?’

*Fitri :* ***Dialognya kalo nggak salah huba huba huba huba huba huba.***

***‘*The dialog, if I’m not wrong is huba huba huba huba huba huba.’**

Flouted Maxim: **Maxim of Relation and Maxim of Manner**

**Context**

Sarah asks Fitri to re-act the act that she did for her debut. She offers her 5 hours and asks her whether it is enough or not. However, instead of saying yes or no for the offer, Fitri re-acted the line on the script she had to remember which is “huba huba huba huba huba huba”.

**Analysis**

In this data, Fitri flouts the maxim of relation. She does not really answer the question instead of saying something else. The second flouting is the flouting of maxim of manner which is being ambiguous and obscure. Fitri answers the question with the words “kalo tidak salah” which means “if it is not mistaken”. The word seems obscure. It indicates that she actually between the fine line which is she actually remembers the words or not. That makes her answer becomes obscure. The flouting she does is actually to make the talk become humorous and fun. Besides, the implicit meaning arose is that she eagerly wants to show the dialog rather directly rather than talking about something else. In short, the flouting here is used still to create a fun situation.

**Datum 11**

*Sarah : Ih masih inget lo, selama ini masih inget ya! Terus komentar orang rumah waktu kamu keluarin dialog yang rumit itu apa?*

*‘*Ih, you still remember that, during this time you still remember that, don’t you! Allright, what do your family think about the complicated dialog, then?’

*Fitri :* ***Eh kagum, mereka potong kerbau kemudian eh membuang kepalanya kelautan.***

***‘*Eh, they’re amazed. They slaughter the buffalo then throw the head to the sea.’**

Flouted Maxim: **Maxim of Quality**

**Context**

This conversation still talks about Fitri’s act. Sarah asks Fitri what the people in her home think about the line she just re-acts (Datum 10). She answers that the people are amazed and they slaughter buffalo and then throw the head to the sea.

**Analysis**

In this data, Fitri flouts the maxim of quality. Observing the expression she makes, she looks really confident and determined. The way she says it is actually really serious. However, it can be read that she actually pretends to be that way. That indicates that she is joking with telling a lie. The implicit meaning is she wants create a fun answer by telling lie. Sarah expression is just calm and the audiences laugh a lot. In short, the flouting is used to create a fun or a joke in the show.

**Datum 12**

*Sarah : Nggak sebangga itu waktu kamu huba huba itu?*

*‘*Not as proud as you said that huba huba?’

*Fitri :* ***Eh hafal loh wow wow!***

**‘Eh, you remember that huh, wow, wow!’**

Flouted Maxim: **Maxim of Relation**

**Context**

Sarah asks Fitri whether her family is not that proud of her just like when she could do the “huba huba” act. She then replies by admiring Sarah’s ability to imitate the line which is “huba huba”.

**Analysis**

In the data, Fitri flouts the maxim of Relation. Instead of answering the question she points out to Sarah capability of re-acting “huba huba” words by saying “eh hafal loh” which means “you remember that or you can do that as well” and wows her. She says it loudly and stands up while clapping her hands and amazes Sarah. What she does is obviously irrelevant to Sarah’s question. However, it seems that she flouts the maxim intentionally. She wants to show her proud that her “very difficult” line, in this case, jokingly according to herself, can be imitate by another people. As well, she is happy that the other people think and do the same as she does. The flouting in this situation is used also to emphasize the confidence of what she thinks of something as well as to amaze Sarah rather than answering her question.

**Datum 13**

*Fitri : Cuma jadi editor majalah aja yang belum.*

*‘*Only becoming a magazine editor, I guess I haven’t yet.’

*Sarah : Itu rumit banget, itu rumit banget ya.*

*‘*Oh that is so complicated, that is so complicated.’

*Fitri : Oh rumit.*

*‘*Oh complicated.’

*Sarah : Jangan pernah dicoba.*

*‘*Don’t ever try it!’

*Fitri : Ok ok. Kenapa teh?*

*‘*Ok, ok why?’

*Sarah :* ***Menyenangkan.******Setiap hari sebelum majalah keluar ya, lagi ngerjain deadline pengen resign, tapi pas majalah keluar seneng banget ya, seneng banget ya, dari pada rambut kamu pendek.***

***‘*It is fun. Every day before the magazine is released, when I’m doing the deadline feels like want to resign, but when the magazine is released, I’m really happy, really happy.’**

Flouted Maxim: **Maxim of Quality**

**Context**

Sarah asks Fitri whether she already does everything in the entertainment industry. She answers that she does; from radio broadcaster, presenter and actress. However she says that the magazine editor is not yet. Sarah said that it is really complicated. Fitri asks Sarah why is being magazine’s editor is complicated. She answers that it is fun because every day when she is chased by deadline she feels like want to resign but when the magazine releases she feels really happy.

**Analysis**

In this data, Sarah flouts maxim of quality. In this case, she is being ironic. At first, she says that it is fun but then the fun actually means it is complicated instead. Therefore, she flouts the maxim of quality by saying something ironic. The implicit meaning is she actually does want Fitri to try a job as magazine editor by saying that it is really complicated. She signalizes by saying something ironic and let the hearer guesses that what she means is and vice versa. However, she implies it. In other words, the flouting in this case is used as the strategy of saying the true meaning, the true thought that she want to imply. In other case, by adding the information “dari pada rambut kamu pendek” which means “unless your hair become short”, she actually tries to be fun. In other words, the flouting here is also used to create a joke.

**Datum 14**

*Fitri : Oh iya iya, tapi ada kesempatan nggak ada kesempatan nggak?*

*‘*OK, OK, but, is there any opportunity?’

*Sarah :* ***Yang wawancaranya aku yang wawancara ya, aku takut nanti kamu yang gantiin aku diacara ini****.*

*‘***I interview you anyway, I’m affraid you’re going to replace me as a host of this show.’**

Flouted Maxim: **Maxim of Relation**

**Context**

This conversation still relates to the previous data, Fitri asks Sarah whether she has an opportunity to become a magazine’s editor. Instead of answering whether she can or not, Sarah shifts the topic that she is the one who interviews the guest, which is Fitri, and says that she is affraid of being replaced by Fitri as the host of the show.

**Analysis**

In this data, Sarah flouts the maxim of relation. In this case, her answer is irrelevant to the question. She tends to flout the maxim and shift the topic because she does not want to talk about her job as a magazine editor. It seems that she shifts the topic to avoid and lead Fitri to not talk about her mag’s job further. It is probably just a joke but the irrelevant answer in this case may lead to implicit meaning that Sarah does not want Fitri to become mag’s editor like her. However, it is obviously a joke and used to entertain the viewers.

**Datum 15**

*Sarah : Yang wawancaranya aku yang wawancara ya, aku takut nanti kamu yang gantiin aku diacara ini.*

*‘*I am the one who interviews you anyway, I’m affraid you’re going to replace me as a host of this show.’

*Fitri :* ***Oh jangan jangan jangan jangan, nggak nggak nggak!***

***‘*Oh, don’t, don’t, don’t, no, no, no!’**

Flouted Maxim: **Maxim of Quantity**

**Context**

Fitri is really passionate to know more about Sarah’s job as a magazine’s editor. Sarah worries that if she tries to be a magazine editor, her position of being the host is replaced by Fitri. Fitri answers by saying “don’t and no”.

**Analysis**

In this data, Fitri flouts the maxim of quantity. She answers repeatedly. The repetition is actually not necessary. The implication here may be that she wants to stress out her real meaning by saying the same words repeatedly. In short, the flouting here is used to show the hearer how serious she is and how she is truly being honest in saying what she says. In other words, the repeated words in this case to emphasize the real meaning.

**Datum 16**

*Sarah : Oh itu natural aja gitu?*

*‘*Oh, so that is just natural?’

*Fitri :* ***Eh, karena memang kayak di, eh kayak seolah-olah disuruh menunjukkan apa adanya diri kita aja gitu, nggak ada tantangannya gitu, kayak serius.***

*‘***Eh, Because, I feel like, eh like I have to show truly who I am, it is not challenging, like being serious.**

Flouted Maxim: **Maxim of Quality**

**Context**

In this conversation, there is an article about Fitri Tropica. The article said that Fitri is brave to act as a serious person. Sarah asks her about that and she said that she just being the way she is, serious. Sarah asks her if it is a natural that she can act seriously. She answers that that is just the way she is, she is a serious person. Sarah answers back that it is really pathetic to be Fitri, her answers cannot be predicted and guessed when she is being serious when she is not.

**Analysis**

In this data, Fitri flouts the maxim of quality. Observing her expression and way of speaking which is very serious-face-like and pretends to be a serious person, it indicates that she tells a lie. Fitri Tropica is famous as a comedian who always looks happy and cheerful in any TV shows. Therefore, observing her answer that she is actually a serious person is only acting. The implicit meaning is that she tries to tell vice versa in which she is a funny person that even thinks it is easy to be funny. Sarah’s re-action, as the hearer just laughs and seems does not surprise with what she says. Her answer is re-acted by the laugh from the audiences and Fitri also laughs after that. In this case, it can be said that she actually intentionally tells lie about her answer to create a joke. Instead of being true, she prefers to say something else that make people laugh.

**Datum 17**

*Sarah : Hehe, pedih banget ya jadi kamu ya, jawaban-jawabannya kita nggak tahu ya dia itu kapan serius kapan enggak, kamu dirumah kayak gini juga gak sih?*

*‘*Hehe, it’s so pathetic being you, the answers, we don’t really know when she is serious when she is not. Are you also like this at home?’

*Fitri :* ***Dirumah, aku, eh dalam menghadapi setiap problema kehidupan selalu gini teh, serius****.*

**‘At home, I, ehm, in facing all the problems in life I’m always like this teh! I’m serious.’**

Flouted Maxim: **Maxim of Quality and Maxim of Manner**

**Context**

Relating to the previos data, Sarah asks Fitri whether she is like that which cannot be serious in home as well. She answers that she is like that in facing every problem of life.

**Analysis**

In this data, Fitri flouts the maxim of quality. Considering her expression which tries to be humorous and her reaction from the audiences and also Sarah’s flat expression indicating she obviously lies. In other case, she also flouts the maxim of manner which is not being in order. Since Sarah asks about in home, she answers about in home but then she shifts it into in every way in facing the problems of life. It indicates that she is not being in order. However, it is still relevant to the topic she answers. The implicit meaning is that she is seemingly not always being funny every time; she implies that she may be serious in a certain situation. Relating to context and the reaction of the hearers, the flouting she does is obviously to crack a joke; to make a wrong statement as well as not being in order to make a fun talks for the show.

**Datum 18**

*Sarah :* ***Ok, kalo gitu kita coba bener nggak dia serius ya, bener nggak dia serius, coba kamu seolah-olah kamu sedang membawakan satu acara, jadi pembaca berita belum kan, jadi anchor, anchor, news anchor?***

**‘Ok, if it is so, we’ll try, is it true she’s a serious person, is it true she’s a serious person, try to be, you are pretending to be anchor, you never try to be a news anchor, don’t you? Anchor, anchor, news anchor?’**

Flouted Maxim: **Maxim of Quantity**

**Context**

This conversation is about the challenge segment, in which Sarah tries to challenge Fitri to act as a news anchor. She tries to prove whether she is true that she is a serious person or not.

**Analysis**

In this data, Sarah flouts the maxim of quantity. There are words that are uttered repeatedly. The utterance “*bener nggak dia serius ya”* which means *“is it true she is a serious person”* is uttered twice. The word “anchor” is also uttered repeatedly. The repetition in this case is actually not necessary to be added. Instead of making it informative, the repetitive words are meaningless. However, there is an implication that arises. The speaker repeats the utterances maybe because she wants to stress those words out. She wants the hearer to understand what she actually means. In other words, the repetition is use to make the real meaning uttered well. In line with this, the flouting may happen because she wants to make the stress on what she means by saying something repeatedly.

**Datum 19**

*Sarah : Ok, kalo gitu kita coba, bener nggak dia serius ya, bener nggak dia serius, coba kamu seolah-olah kamu sedang membawakan satu acara, jadi pembaca berita belum kan, jadi anchor anchor news ancor?*

*‘*Ok, kalo gitu kita coba bener nggak dia serius ya, bener nggak dia serius, coba kamu seolah-olah kamu sedang membawakan satu acara, jadi pembaca berita belum kan, jadi anchor, anchor, news anchor?’

*Fitri :* ***Anchor, dulu, waktu mau, jadi dulu, waktu mau di, apa, waktu mau ikutan kayak seleksi buat jadi kayak penyiar radio, justru baca berita.***

**‘Anchor, in the past, when I wanted to, so in the past, when I wanted to do, what was it, when I wanted to do like a casting for become like a radio broadcaster, it was a news anchor.’**

Flouted Maxim: **Maxim of Manner**

**Context**

Still in the challenge segment, Sarah asks Fitri to re-act as a news anchor. She replies that news anchor was what she did as the casting to become a radio broadcaster

**Analysis**

In this data, Fitri flouts the maxim of manner. Observing how she organizes her answer, she seems not being brief. It is indicated by the words “dulu, waktu mau, jadi dulu, waktu mau di, apa, waktu mau ikutan kayak seleksi buat jadi kayak penyiar radio” which means “ in the past, when I wanted to, so in the past, when I wanted to do, what was it, when I wanted to do like a casting for become like a radio broadcaster”. How she organizes the words makes the utterance becomes long instead of brief. She uses the words that seems unfinished and the uses another words and tries to fins the most proper words to convey her exact meaning. However, the context is still relevant because she tries to convince the speaker that she can do what the speaker asks. In other words, that the flouting here seemingly is used as the ways of finding the right words and signaling them to convince the speaker that what she says is right even though it is not brief. However, she means what she says.

**Datum 20**

*Sarah : Serius, serius loh!*

*‘*Seriusly, seriously?’

*Fitri :* ***Aku serius banget, aku serius banget, aku serius banget! Ok aku serius.***

***‘*I’m really serious, I’m really serious, I’m really serious, OK. I’m serious.’**

Flouted Maxim: **Maxim of Quantity**

**Context**

In acting as the news anchor in the challenge segment, Fitri seems to be nervous and not serious. Then, Sarah asks her to be serious. She answers she is really serious indeed. She answers it repeatedly.

**Analysis**

In this data, Fitri flouts the maxim of quantity. The repetition indicates the flouting of maxim of quantity. It is actually not necessary. The repetition may become the non-informative utterance. Considering the context, she flouts the maxim to stress out her meaning that she is actually trying to be serious. She repeats her words to emphasize the real implicit meaning she wants to deliver as well as to convince the hearer that she tries to be serious. In the end, the flouting in this case is used also to entertain the viewers and make a fun talk.

**Datum 21**

*Fitri : Berita duka selanjutnya datang dari aktor tampan Riza Shahab, disini, mama pikirin perasaan Rajata dong? Aktor tampan Riza Shahab dimana disini tampak!*

*‘*The next sad news comes from the handsome actor Riza Shahab, here, mama, please about Rajata’s feeling? The handsome actor, Riza Shahab here, it seems!’

*Sarah : Sebentar nggak semua orang mikir dia tampan loh!*

*‘*Wait a minute, not everybody thinks he is handsome anyway?’

*Fitri :* ***Eh kan itu ada di prompter.***

*‘***Eh, it is on the prompter, it is.’**

*Sarah : Nggak ada, nggak ada di prompter.*

*‘*No, there is no a prompter here.’

*Fitri :* ***Ada, ada kata aku tampan waktu itu ya, sekarang dia masih tampan.***

**‘Oh, there is, I thought he was handsome at that time. Now, he’s still handsome.’**

Flouted Maxim: **Maxim of Quality and Maxim of Relation**

**Context**

In this conversation, Fitri is asked to be a news anchor. She has to stand beside the plasma TV and then explain about the photo in it; pretending as a reporter. One of the photo that is shown in the plasma is the photo oh herself and her ex-boyfriend, Riza Shahab. When she explains the photo, she says that Riza Shahab, her ex-boyfriend is a handsome boy, Sarah interrupts that not everybody thinks that he is handsome. Then she says that she says that according to prompter. She thinks her ex-boyfriend was handsome at that time and so is now.

**Analysis**

In this data, Fitri flouts the maxim of quality. However, she actually tells lie about the existence of prompter. In the show, Fitri gets a challenge as the news anchor which she has to explain the pictures in the plasma with her own words. Therefore, there has actually no prompter that she has to read at that time. In this dialog, the picture that is shown is the picture of herself with her ex-boyfriend, Riza Shahab. She explains that Riza Shahab is a handsome guy but the turns shy after Sarah teases her. And she says that it is because of the prompter that makes her says so. It indicates that she tells a lie. In other case, she also flouts the maxim of relation. When she says that the boy in the picture, who is Riza is a handsome guy, Sarah interrupts that not everyone says that he is a handsome guy. Rather than responding about Sarah statement, Fitri says that it is the prompter that says so. In this case she is actually trying to say something irrelevant to save her face of being embarrassed when she is teased about her ex-boyfriend. The implicit meaning is she does not want to be embarrassed after shown up the picture with her boyfriend. Therefore, she points out about the prompter. In short, the flouting in this case is to avoid being more explicit about her personal relationship by telling a lie.

**Datum 22**

*Sarah : Ternyata Fitri Tropica bisa juga serius dikit ya. Sekarang aku mau tanya, susah nggak jadi serius?*

*‘*Well, in fact, Fitri Tropica can be a little bit serious hah! Now I wanna ask a question, is it hard to be serious?’

*Fitri :* ***Gimana ya, (while drinking) kalo!***

*‘***Ehm, what should I say!’**

Flouted Maxim: **Maxim of Quantity and Maxim of Manner**

**Context**

After the challenge segment, they back and start the talk again. Sarah asks Fitri whether it is difficult to be serious. She answers by not knowing how to say and says “gimana ya” which means closer to “ehm what should I say” with the expression pretending to be serious.

**Analysis**

In this data, Fitri flouts the maxim of quantity. She seems says words that is less and not informative at all. She still seeks the right words. In other case, she also flouts the maxim of manner which is being obscure. The word “gimana ya” seems obscure in what she is going to say. However, it seems that she still organizes and finds the right words to deliver her meaning. In this case, the flouting may be used to emphasize and signalize to the hearer that she want to be cooperative with saying something that really answers the speaker’s question. With an act of pretending to be serious she also obviously tries to create a joke and entertain the audiences. The implication is she does not really know how to answer the question and kind of confuse of what she is actually want to say and where does she have to start.

**Datum 23**

*Sarah : Sekarang kalo bawain acara atau di TV lah ya, menghibur orang, lebih susah jadi serius ato lebih susah jadi lucu?*

*‘*Now if you host a show or TV show, entertain people, which is harder, to be serious or to be funny?’

*Fitri :* ***Sebenernya lebih susah jadi lucu ya, karena aku harus bener-bener mengerahkan semua kemampuan akting aku.***

**‘Actually it is harder to be funny, because I have to really mobilize my acting skills.’**

Flouted Maxim: **Maxim of Quality**

**Context**

Sarah asks Fitri which is in entertainment industry, what is more difficult, to be serious or funny. She answers to be funny because she has to mobilize all her acting skills.

**Analysis**

In this data, Fitri flouts the maxim of quality. This also refers to her comment which is she claims jokingly that she is a serious person (Datum 17). It means that she actually tells lie. Despite the fact the she is always known as a comedian who always does funny things in TV, she says that it is difficult to be funny. Observing her expression ad way of speaking and also the re-action of the hearer, it can be said that she tells a lie. The truth is vice versa. The implication is it may be serious that is more difficult. Relating to context, it is just her acting to create a joke. She tries to make the hearer seek the truth whether she is right or not regarding her personality on TV as people know. Therefore, the flouting in this case is used as the strategy in making the talk more completed and interesting rather than just saying plain things. The flouting is to create a joke by telling a lie.

**Datum 24**

*Sarah : Tapi kamu menurut kamu, kamu lucu?*

*‘*But, do you think you are funny?’

*Fitri :* ***Eh aku lebih ke beauty sih teh.***

**‘Ehm, I think, for me, it is more like beauty.’**

Flouted Maxim: **Maxim of Relation**

**Context**

Sarah asks Fitri if she thinks she is funny. She answers she thinks she is beautiful. She is more to the beauty that funny.

**Analysis**

In this data, Fitri flouts the maxim of quantity. Relating to maxim of relation it is actually irrelevant because the speaker asks about funny and she talks about beauty. In this case, she flouts the maxim of relation because she gives irrelevant information. She intentionally answers that she is not funny and thinks that she is beautiful. The implicit meaning arose is may be vice versa. However, she implies it, that she is actually funny and tries to shift the topic to make a joke. Therefore, the aim of flouting in this case is to create a joke by saying something irrelevant with the topic.

**Datum 25**

*Fitri : And it hurts wear high heels tapi bisa bedain mana aku mana Agni, ayo! Bedain mana Fitri Trpoica mana Agni, ayo?*

*‘*And it hurts wearing highheels but can you differentiate between Fitri Tropica and Agni, can you?’

*Sarah :* ***Susah. Susah, susah banget, susah banget, susah susah susah.***

***‘*It’s hard, hard, hard, It’s really hard, it’s really hard, hard, hard, hard.’**

Flouted Maxim: **Maxim of Quantity**

**Context**

In this conversation, Fitri asks Sarah if she can differentiate between Fitri and Agni -Indonesian actress-. She answers that she cannot. It is really hard.

**Analysis**

In this data, Sarah flouts the maxim of quantity. Sarah says the word “susah” which means “hard” repeatedly. She says the words that actually is not necessary to be added. Considering the maxim of quantity which requires the delivery of informative information, the words that is said repeatedly is actually uninformative. However, relating to context, the flouting in this case happens to stress out the meaning that the speaker wants to deliver. She uses the repeated words to convince that she is actually hard to differentiate between Fitri and Agni. In short, the flouting in this case is used, to emphasize her utterance to point out or to support the real meaning. The implicit meaning is that it is actually hard and she tries to convince that it really hard.

**Datum 26**

*Sarah : Coba coba!*

*‘*Give it a try?’

*Fitri :* ***Sebelum sekarang semua penyanyi-penyanyi dangdut ya, itu punya goyang gergaji, goyang patah –patah, asal semua tau Sarah Sechan yang paling pertama, trendsetter nya.***

**‘Before now all the *Dangdut* singers have their own dance, gergaji dance or patah-patah dance, don’t you know, Sarah Sechan was the first, the trendsetter.’**

Flouted Maxim: **Maxim of Relation**

**Context**

In this conversation, Sarah challenge Fitri if she can imitate her style of hosting. She asks Fitri to re-act her style. Instead of doing what Sarah asks, Fitri answers that before all the dangdut singers have their own dances, Sarah was the first. Fitri tries to make viewers recollecting Sarah dance move which was popular in the past.

**Analysis**

In this data, Fitri flouts the maxim of relation. Instead of being cooperative by answering Sarah’s question, she mentions the dances by other dangdut singers and points out Sarah’s dance which is the trendsetter of all the dances. In this case, it is not relevant. Rather than directly doing what Sarah asks she tries to say something else to convince everyone that she can imitate Sarah’s style. She implies that she wants to emphasize that she knows about Sarah’s style and imitate her. The flouting in this case is used to emphasize and point out Sarah’s legendary dance by giving broader information how it is and tends to embarrasses and make fun of her dance in the past. However, it is also used to create a fun talk between them.

**Datum 27**

*Sarah : Yang mana?*

*‘*Which one, which dance?’

*Fitri :* ***Oh pelis! Ah pelis,******ah kalo” aja semua remaja-remaja sebaya kita ya teh ya, semuanya menyadari trendsetter dari semua goyangan goyangan, eh semua penyanyi penyanyi dangdut, sekarang mereka punya goyangan masing-masing mereka kiblatnya ke arah mana liatnya, Sarah Sechan.***

**‘Oh please, Ah please, If the teenagers in our age know, they know that the trendsetter of all the dances. All the dangdut singers have their own dances; they know who the role model is? It must be Sarah Sechan.’**

Flouted Maxim: **Maxim of Relation**

**Context**

In this conversation, Fitri tries to remind Sarah about the coffe maker dance she always did in the past. However, Sarah asks Fitri which dance she is talking about. Fitri replies “please”. She teases Sarah that seems intentionally forgetting her dance.

**Analysis**

In this data, Fitri flouts the maxim of relevant. Observing the question, the answer is actually irrelevant. Rather than answering which dance she means, she teases Sarah if she forgets about that. It is irrelevant though. However, it causes Sarah burst out laughing and it indicates that the relevant answer here is to create a joke. She tries to tease her and forces her to remember the dance. In this case, the flouting is used to create a joke and make humorous joke. The implicit meaning is Fitri knows well about the dance and tries to embarrass Sarah of forgetting it.

**Datum 28**

*Fitri : Goyang coffee maker. Ayo dong coba dong, coba dong!*

*‘*Coffee Maker dance, come on show us, come on!’

*Sarah :* ***Ah ngarang nih.***

**‘Ah, you are saying something nonsense, aren’t you!’**

Flouted Maxim: **Maxim of Relation and Maxim of Quality**

**Context**

Fitri asks Sarah to re-act her “coffee maker” dance. Instead of doing what Fitri asks she answers that Fitri is “ngarang” which means saying “you are saying something nonsense, don’t you”.

**Analysis**

In this data, Sarah flouts the maxim of relation. Instead of doing what Fitri asks, she shifts the topic which indicates she refuses to do it. It is obviously irrelevant. In other case, she also flouts the maxim of quality. It can be said because she tries to refuse the request and it indicates that she tells a lie that she does not know about the dance. She says that Fitri is saying something nonsense instead. However, the flouting in this case is used because Sarah does not want to talk about the dance and do it. She implies that it is true about the coffe maker dance and she refuses to do the request and seems feel embarrass of the dance.

**Datum 29**

*Fitri : Ayo dong!*

*‘*Come on!’

*Sarah :* ***Jangan gitu dong Fitrop, kamu bikin aku salting sesalting kamu tadi waktu foto Riza itu keluar.***

**‘Don’t be like that, come on Fitrop, You make me feel uncomfortable like you when Riza’s photo outs, huh!**’

Flouted Maxim: **Maxim of Relation**

**Context**

Fitri still forces Sarah to re-act the coffe maker dance that she has in the past. She answers to ask Fitri to not be like that to her. She made her “salting” which means close to “feeling uncomfortable” like she was when the photo of Reza outs. On the news anchor challenge actually there is a photo of Fitri and her ex-boyfriend, Reza Shahab. Fitri seems feeling uncomfortable at that time. In this conversation, Srah brings that out.

**Analysis**

In this data, Sarah flouts the maxim of relation. Instead of doing what the speaker asks, the hearer says something else. She also points out what the speaker does when she is in the position where she is. In other words, the hearer also alludes back the speaker by flouting of the maxim by being irrelevant. The implication arose is the hearer obviously refuses to do what the speaker asks. However, she refuses it by saying something irrelevant and trying to attack the speaker back. In means, the flouting in this case is used as the strategy to refuse to do what the speaker expects her to do. In other words, the hearer is obviously not being cooperative to save her image by doing refusal with saying irrelevant things.

**Datum 30**

*Sarah : Kenapa sih kamu tadi salting banget tadi ada foto itu?*

*‘*Why do you feel salting (uncomfortable) while looking at that photo anyway?’

*Fitri :* ***Eh teteh bisa membedakan pada saat orang serius dan juga pada saat bercanda teteh.***

**‘Eh, teteh should differentiate whether you are being serious or not teteh!’**

Flouted Maxim: **Maxim of Relation**

**Context**

Sarah asks her why she feels uncomfortable when the photo of her ex-boyfriend, Riza Shahab outs. She then answers that why Sarah cannot differentiate when she tries to be serious or not.

**Analysis**

In this data, Fitri flouts the maxim of relation. Instead of revealing the reason why she is being uncomfortable when her ex-boyfriend’s photo outs, she says to the speaker back to be able to differentiate between joking or not. It means that she tries to defense herself by refusing to answer the truth. The implication arose may be that she does not want to be honest about the reason why she feels uncomfortable. Besides, it indicates that she refuses to answers the question and saying irrelevant thing instead. What she does is she tries to ask the speaker back that she cannot differentiate between the joke or not. Considering the context, the flouting in this case is used as the strategy to say the truth behind her uncomfortable feeling. In other words, the irrelevant answer is used to avoid of being explicit about the speaker personal life.

**Datum 31**

*Fitri : Itu mantan?*

*‘*Was it your ex-boyfriend?’

*Fitri : Apa?*

*‘*What?’

*Sarah : Mantan?*

*‘*Ex-boyfriend?*’*

*Fitri :* ***Eh gimana tadi yang gerakan ini tadi ayo!***

**‘Eh, anyway, how is the dance, the move!’**

Flouted Maxim: **Maxim of Relation**

**Context**

Sarah asks her to clarify which is the man in the picture, who is Reza Shahab, is her ex-boyfriend. She answers by asking Sarah to show her dance instead. In this conversation, Fitri tries to bring Sarah’s coffe maker out again.

**Analysis**

In this data, Fitri flouts the maxim of relation.In this case, it is obvious that she is being irrelevant to the question. The implication is that it is true that he is her ex-boyfriend. Another implication is she tries to attack Sarah back by asking her to dance. Furthermore, the utterance is irrelevant and she instead tries to attack Sarah by asking to show her dance which she knows she will become embarrassed of it. The flouting is obviously used as the strategy of becoming explicit and open up about the personal matters. Besides, the flouting seems also as the strategy to attach each other weaknesses or let say embarrassed points that can make each other feel uncomfortable. In short, since the show is more to entertain the viewers, the flouting in this case may also become the strategy of making the uncomfortable talk to become more comfortable and fun.

**Datum 32**

*Fitri : Eh ayo yuk , kita belajar gerakan itu aja yuk!*

*‘*Eh, anyway, how is the dance, the move!’

*Sarah :* ***Ok hey, kita janji kita janji, tidak usah membicarakan masa lalu, aku tidak bicara soal mantan mantan kamu, kamu tidak bicara soal goyangan itu.***

‘**Ok, hey, we promise, we promise, don’t talk about the past, I will not talk about your ex-boyfriends, and you’ll not talk about the dance move!’**

Flouted Maxim: **Maxim of Relation**

**Context**

Fitri asks Sarah to re-act her dance, coffe maker dance. She replies that she refuses and asks Fitri to not to talk about the dance again. She offers a promise that she will not to talk about the past again. Sarah promises to not talk about Fitri’s ex-boyfriends anymore and she also asks Fitri to not to talk about the coffe maker dance again.

**Analysis**

Observing the maxim of relation, Sarah is actually being irrelevant. Instead of doing what Fitri asks to re-act the popular dance, coffe maker dance, she asks Fitri to not talk about it again. It is actually out of topic of the question Fitri asks. The implication is probably Sarah does not like to be reminded about the dance again. She does not want to talk about that because she may feel embarrassed about the dance that actually happens long time ago. She refuses to do what the speaker asks but she offers another answer. Relating to the context, Sarah is actually in uncomfortable situation and offers Fitri to solve the situation. They both seem have an uncomfortable situation to talk about; Sarah with her “embarrassing” coffee maker dance and Fitri with her ex-boyfriends. The two topics seem sentimental and Sarah offers a promise to not talk about those again. That is actually kind of negotiation to make the talk comfortable again. In this case, the flouting is used to avoid a very sentimental topic that seems personal to be discussed. The flouting is as the strategy in making the conversation more fun and comfortable to be discussed in a television.

**Datum 33**

*Sarah : Ada pacar? Pacar lebih dewasa?*

*‘*Do you have a boyfriend? Boyfriend that is more mature?’

*Fitri :* ***Justru sekarang sedang,******eh pencarian 5M.***

***‘*The truth is now I’m actually looking for 5M.*’***

Flouted Maxim: **Maxim of Relation**

**Context**

Sarah asks her if she has a boyfriend. She answers that she is looking for a boyfriend that fits to her criteria called 5M.

**Analysis**

In this data, Fitri flouts the maxim of relation. Instead of saying yes or no she says about her kind of type of boyfriend. In this case the implication is obviously she says that she does not have a boyfriend but however the literal answer is irrelevant with the question. She gives a clue by mentioning the type she is looking for but however she implies it. The flouting in this case may be used to give a clue to the hearer about his status and also to become straight forward that she is looking for someone.

**Datum 34**

*Sarah : Bau dong pasti. Kamu pilih truth or dare?*

*‘*It must smell really bad. Ok you have to choose. Truth or dare?’

*Fitri : Dare.*

*Sarah : Dare, nggak mau truth aja?*

*‘*Dare, don’t you choose truth instead?’

*Fitri : Ah takut.*

*‘*Ah I’m scare.’

*Sarah : Ya udah kalo gitu. (Sarah takes the hair pin)*

‘Ok, if it’s so.’

*Fitri :* ***Truth truth truth truth, wah perasaan aku tidak enak dengan jepitan itu*, sumpah!**

**‘Truth, truth, truth, truth, wah, I have a bad feeling about that pin, seriously!’**

Flouted Maxim: **Maxim of Quantity**

**Context**

This conversation happens in a truth or dare segment. Sarah asks Fitri whether she wants to choose truth or dare. She chooses dare. However, Sarah offers her again if she wants to choose truth instead. She replies that she scares of that. Sarah replies it is ok however she then takes a hair pin that automatically scares Fitri. Then, Fitri finally chooses truth.

**Analysis**

In this data, Fitri flouts the maxim of quantity. In truh and dare segment, she chooses dare. However, Sarah actually offers her to choose truth rather than dare. When she takes a hair pin from the table beside her, Fitri freaks out and scares. She spontaneously says that she choose truth. However, she says it overly. She says the word “truth” repeatedly then adds that she has a bad feeling with the hair pin. What makes her freak out is that she has a very large forehead and she scares that the heairpin is going to use in her bang to show her large forehead. The large forehead is actually making her embarrassed. In this case, from the context, it can be identified that the flouting is to save her from being embarrassed by her large forehead. She intentionally flouts that to convince Sarah that she will do what she asks to choose truth rather tha being embarrassed by that hair pin. The implication is Fitri chooses to flouts the maxim to stress out her meaning. She even adds the information that she firmly feelf attacked with that hair pin. She does not want to be embarrassed that she does that. In short, the flouting in this case is used, beside for entertainment, it also used as the strategy of the speaker to avoid the embarrassing situation relating the personal matter, jokingly.

**Datum 35**

*Sarah : Truth, duduk yang manis.*

*‘*Truth, OK have a good sit.’

*Fitri :* ***Baik, aku serius banget, aku truth aja, truth, sumpah, truth.***

**‘Ok, I’m very serious, truth, truth, seriously, truth.’**

Flouted Maxim: **Maxim of Quantity**

**Context**

The conversation is actually the continuation of data 34. This is still in the segment of truth or dar. After Fitri decides that she choose to play truth, Sarah asks her to sit down well. However, Fitri replies by saying she chooses truth and she is being serious about that.

**Analysis**

In this data, Fitri flouts the maxim of Quantity. Observing the context, she still insists that she chooses truth and stresses it out that she is serious about her choose. In her utterance, like in the data 34, she repeatedly mentions the word “truth”. The she adds the she is serious on what she says. In this case, she flouts the maxim of quantity by saying the same word repeatedly as well as adding information that is not required. The implication may be like in the data 34. She wants to emphasize her real meaning about choosing truth. In this case, she does not want to be embarrassed because of her large forehead (data 34). She says repeated words and convince Sarah that she is really serious about what she says. In short, like data 35, the flouting in this case is used to stress out the meaning to avoid the embarrassing situation relating the personal matter, jokingly.

**Datum 36**

*Sarah : Mantan yang paling dikangenin?*

*‘*Ex-boyfriend that you miss the most?’

*Fitri : Hah! (Fitri turns his body and hugs the chair)*

*Sarah : Astaga, ya ampun, astaga, anak, ni, hey, ayo jawab ke arah kamera ya!*

*‘*Oh my god, this kid, hey, answer it right to the camera, come on!’

*Fitri :* ***Halo iya mas! Apa iklan!***

***‘*Hello, yes, what, commercial break?**’

Flouted Maxim: **Maxim of Relation**

**Context**

Sarah asks Fitri to mention the name of her ex-boyfriend that she misses a lot. However, instead of mentioning the name she acts by calling the crew whether it is the time for commercial break.

**Analysis**

In this data, Fitri flouts the maxim of relation. She answers irrelevantly because indeed she does not want to mention the name and also she tries to shift the topic that has no relation with the question. She is being irrelevant perhaps to avoid being explicit and also to get out the topic by saying something else. In short, the flouting in this case, is used as the strategy of refusing to say the truth as well as avoiding the speaker to know more about her personal matters.

**Datum 37**

*Sarah : Memang kangen ama semua mantan, cuma satu aja deh?*

*‘*You miss all your ex-boyfriend, it can’t be, mention only one of them?’

*Fitri :* ***Habisnya aku bingung kebanyakan pada kangennya sama aku bukan aku yang kangen sama mereka.***

***‘*Well it is because I’m confused, the thing is they actually who miss me, not me.’**

Flouted Maxim: **Maxim of Relation**

**Context**

Sarah asks Fitri to mention her ex-boyfriend which she misses a lot. Sarah says if it is impossible to miss all the ex-boyfriends then she asks only one. However, Fitri says that she is confuse because most of them miss her instead of she misses them

**Analysis**

In this data, Fitri flouts the maxim of relation. Rather than mentioning the name of her ex-boyfriend, she says that she is confuse because most of them miss her instead of she misses them. Regarding to maxim of relation which is required to be relevant, she is actually not relevant to the question. She says the utterance with the expression of overconfidence, shy and then laughs. Sarah’s re-action and also the audience are also laughs. It can be concluded that she tries to be irrelevant to create a joke. It can be indicated also that she tries to flout the maxim because she does not want to be explicit about her personal life in this case her relationship with her ex-boyfriends. Since, Sarah as the host tries to know more about her relationship matters, the possibility of flouting by the guest may happen frequently. The implication is Fitri does not want to mention the name who maybe she actually has one. In this case, the flouting happens to create a joke, refusal about being open up about personal relationship as well as avoid being explicit in saying personal matters.

**Datum 38**

*Sarah : Ayo, mantan yang paling dikangenin, satu nama?*

*‘*Come on, ex-boyfriend that you miss the most, a name?’

*Fitri :* ***Aduh, ah, Tatang. Mantan tukang ngangkut sampah dirumah.***

**‘Oh my, ah, Tatang, the former person who gets a duty throwing rubbish in my home.’**

Flouted Maxim: **Maxim of Quality**

**Context**

Related to data 37, in this conversation, Sarah still struggles to force Fitri to mention one of her ex-boyfriend that she misses a lot. She answers Tatang.

**Analysis**

In this data, Fitri flouts the maxim of quality. In this case, she refuses to tell the truth and says the name that seems is mentioned spontaneously which is Tatang. The answer results the burst of laugh by Sarah as well as the audiences. Just like, the previous data, the flouting in this case is highly indicated to avoid being explicit about the personal life. She seems to mention any name in her head that can result joke rather than being honest in answering the question. The implication is Fitri does not want to mention the name who maybe she actually has one.

**Datum 39**

*Fitri : Inisial ah teteh? Ato nggak mantan yang mana gitu?*

*‘*Initial please, or maybe the other, the certain ex maybe.’

*Sarah : Inisial?*

*‘*Initial?’

*Fitri : Ehm!*

*Sarah : Sama nomer KTP?*

*‘*And the ID card number?’

*Fitri :* ***Aha susah banget, pokoknya inisialnya, dia lingkar dadanya 34B.***

**‘Ah, it is really difficult. The initial must be, he who is the bust size is 34B.’**

Flouted Maxim: **Maxim of Relation and Maxim of Manner**

**Context**

Still related to the previous data, the dialog shows that Sarah asks Fitri to mention the initial name of one of her ex-boyfriend that she misses a lot as well as -jokingly- the ID card number. She answers that the initial is the one with the “lingkar dada” which means closer to the measurement or size of his bust is 34B.

**Analysis**

In this data, Fitri flouts two maxims. First is the flouting of maxim of relation. Instead of answering Sarah’s question related to initial name, Fitri mentions the size of bust which is 34B. This is obviously irrelevant. Second is the flouting of maxim of manner which is being obscure. The size of bust of men is obscure. This may lead to the obscure reference as well. Relating to context, the flouting in this case happens because she firmly does not want reveal the truth. She tries to build the wall that everybody can not know about her personal life and then cracks a joke about her. The implication is Fitri does not want to mention the name and gives the unclear initial instead. The flouting may be the strategy to refuse to answer the question that seems attacking by cracking a joke.

**Datum 40**

*Sarah : Disuruh makan spidol mau?*

*‘*If I ask you to eat this marker, will you?’

*Fitri :* ***Wah kalo itu sih keseharian aku. Mau vitalitas dan stamina kamu terjaga itu rahasianya!***

**‘Well, that’s my dailies. Do you want to keep you vitality and stamina great, that’s the secret?’**

Flouted Maxim: **Maxim of Quantity and Maxim of Quality**

**Context**

This conversation happens in the truth or dare segment again. Sarah offers Fitri to choose truth or dare. She chooses dare. Sarah convinces her if she really chooses dare. If it is so, Sarah then offers her to eat marker. However, she replies that that is part of her daily activity and tells her that it is the secret of her health.

**Analysis**

In this data, Fitri flouts the maxim of quantity. She implies that she says yes, jokingly, that she can eat marker but then she adds some information that it is her dailies and her health secret. Considering to maxim of quantity this information is actually not necessary. It seems that she tries to emphasize her “yes” answer by adding the information to convince the hearer that she does eat marker. In other case, she also flouts the maxim of quality. It is obvious that as a human, normally people can eat marker in their dailies or even go further that it is good for health. However, Fitri says so and it indicates that she intentionally tells lie. The only possible reason in doing flouting by telling lie is because she wants to crack a joke by making fun of herself.

**Datum 41**

*Sarah : Artis Indonesia yang pernah ada affair sama kamu?*

*‘*Indonesian celebrity you have affair with?’

*Fitri : Artis Indonesia?*

*‘*Indonesian celebrity?’

*Sarah : Iya.*

*‘*Yes.’

*Fitri : Affair! (shakes her head) enggak.*

*‘*Affair! No one.’

*Sarah : Nggak ada?*

*‘*No one.’

*Fitri : Enggak ada.*

‘No one.’

*Sarah : Sama sekali?*

*‘*Not at all?’

*Fitri : Nggak ada, paling kalo ini, ehm, paling!*

‘No one, ehm I think it must be!’

*Sarah : Yang pernah pacaran?*

*‘*The one that you ever date with?’

*Fitri :* ***Oh kalo pacaran sih enggak, Cuma yang aku rasakan paling eh Irgi Fahrezi ya, dulu aku melihat banget dari setiap tatapan matanya dia ada perasaan sama aku, cuma aku nggak bisa menerima perasaan pria yang sudah berkeluarga****.* ***Aku liat dari setiap tatapannya dari setiap cibirannya. Diam-diam menaruh rasa yang dalam. Menaruh rasa ingin mendepak ya, seperti itu*.**

‘**Oh, if it is a relationship, it’s not. It’s actually just ehm, I think it must be Irgi Fahrezi. In the past, I can see from his gaze, he has a feeling on me. But I can’t accept the feeling from the man who has married. I look in his gaze, his words. Secretly she has a deep feeling on me, the feeling which is like to kick me out, something like that.’**

Flouted Maxim: **Maxim of Quality**

**Context**

Sarah asks her whether any Indonesian celebrity that has an affair or love affair with her but then she answers that it is Irgi Fahrezi but she can accept the feeling of the man who has married. She also adds than Irgi has a deep feeling into her, a feeling to “kick her out”.

**Analysis**

In this data, Fitri flouts the maxim of quality. Observing the way she says that and her expression which pretend to be serious and overconfidence, it is indicated that she is joking. In other words, she tells a lie. She tries to create a joke by making fun of herself. She makes up the story of Irgi Fahrezi by her own. The implication is she maybe a big fan of Irgi but the fact is she has not any affair with him but pretend to. It is indicated that, jokingly, at first she is confidence that Irgi has feeling to her but then she says that Irgi has a feeling which is wants to kick her out. It means that she obviously tries to make fun of herself. The re-action is the laughs from Sarah as well as the audiences. In short, the flouting she does here is to make the talk become fun and funny.

**Datum 42**

*Sarah : Sebut satu nama?*

*‘*Mention a name?’

*Fitri : Yah nama lagi.*

*‘*Oh, again!’

*Sarah :* ***Seorang laki laki yang sedang ada dihatimu, setiap bangun tidur, nggak boleh nama ayah nama om, nama kakek nggak boleh, nama laki laki secara romantis yang kamu punya feeling?***

**‘A man who is in your heart, in every waking up, it must not be the name of your father, uncle or grandfather. The name of the man, like romantically that you have feeling with?’**

Flouted Maxim: **Maxim of Quantity**

**Context**

She asks Fitri about the man, a name, who is in her heart. In this case, the man that she loves to become her boyfriend. However, Sarah also adds information like the man that she always remembers every wake up in the morning, not the name of her father, uncle and grandfather.

**Analysis**

In this data, Sarah’s question flouts the maxim of Quantity. In the data, she overstates her question. It is actually related to the topic of the question she asks but however it is actually not necessary to be added. When people talk about the man that always there in a heart romantically then it automatically refers to love relationship or dating. Therefore, the mentions of the name of father or uncle etc are actually not necessary. The implication is Sarah maybe does not want Fitri to mean other thing rather that she means who is about the man and create joke about it. She is like to make things clearer. However, the flouting in this case may be used as to emphasize as well to stress out the point she asks. Sarah apparently wants to specify her question and make it clearer so that the hearer will understand the point of the question and answer it relevantly.

**Datum 43**

*Sarah : Seorang laki laki yang sedang ada dihatimu, setiap bangun tidur, nggak boleh nama ayah nama om, nama kakek nggak boleh, nama laki laki secara romantis yang kamu punya feeling?*

*‘*A man who is in your heart, in every waking up, it must not be the name of your father, uncle or grandfather. The name of the man, like romantically that you have feeling with?’

*Fitri :* ***Samsul.***

‘**Samsul (the name of man).’**

Flouted Maxim: **Maxim of Quality**

**Context**

Sarah asks Fitri to mention a name, man name that is in her heart, that she has a feeling with. She answers by mentioning the name of Samsul.

**Analysis**

In this data, Fitri flouts the maxim of quality. Observing the context, she actually says it a kind of over-romantic expression. It is indicated that she tells lie. It seems that she tries to mention any name that seems the funny one that comes into her mind. This actually result a re-action burst laughing form the audience and the upset expression from Sarah because she answers the question jokingly. The implication is obviously Samsul is not the one. Hence, the flouting in this case is obviously used as the strategy to create a joke by saying lie.

**Datum 44**

*Sarah : Siapa Samsul?*

*‘*Siapa Samsul?*’*

*Fitri :* ***Driver aku dia telat ato enggak ya hari ini.***

**‘My driver, I wonder, isn’t he late today?’**

Flouted Maxim: **Maxim of Quality**

**Context**

In this conversation, Sarah asks her to mention the name of man that is in Fitri’s heart these days. She replies he is Samsul. Sarah asks her back who Samsul is and she answers that he is her driver. She wonders if he is late or not today.

**Analysis**

In this data, Fitri flouts the maxim of quality. Observing how she says it and also the respond of Sarah that laughs on her answer, she obviously tries to be funny by telling a lie. The implication is it seems that there is no man named Samsul in her life and she just pops it to create a joke. She avoids on being honest about the man who has feeling with. In short, the flouting in this case is used to avoid being explicit by creating a joke by telling a lie.

**Datum 45**

*Sarah : Kalo ini special effect nggak ya, aku akan sebut nama. Awok?*

*‘*Ok, what about this one, isn’t it special effect or not, Zaky, Agra?’

*Fitri : Aeh. Zaky, Agra?*

*‘*Aeh Zaky, Agra?’

*Fitri :* ***Aehm, aku boleh buka poninya nggak teh sekarang, eh kalo misalkan terjadi kekerasan pada teteh-teteh yang sebelah itu kira-kira kamu marah nggak?***

**‘Ahem, can I get this pin off on my bang now, eh if there is something bad happen to that woman, will you mad?’**

Flouted Maxim: **Maxim of Relation**

**Context**

This conversation is related to the previous data. Sarah asks Fitri to explain who the man she mentions is. Fitri answers by asking her back whether she can get out the pin out of her bang and saying that if is she ok if she tries to violate the women in the audience’s chair.

**Analysis**

In this data, Fitri flouts the maxim of relation. Instead of answering the question, she tries attack her back, jokingly. However, in this case, she does the flouting because she obviously does not want to explain who the men are. It seems they are the people that involved in her personal love relationship and she does not want anyone, even further the public, knows about them. The implication is Fitri does not want to tell about those guys and they might be the one that seha has romance with. Therefore, the flouting is used to avoid of being explicit by saying irrelevant things that create a joke.

**Datum 46**

*Fitri : Aehm, aku boleh buka poninya nggak teh sekarang, eh kalo misalkan terjadi kekerasan pada teteh-teteh yang sebelah itu kira kira kamu marah nggak?*

*‘*Ahem, can I get this pin off on my bang now, eh if there is something bad happen to that woman, will you mad?’

*Sarah :* ***Kita, itu kru barusan yang kasih nama-nama itu, aku tidak tahu mereka siapa, hanya kamu dan Tuhan yang tahu siapa yang ada dihati kamu, ok!***

**‘We, it was the crew who gave me those name, I don’t know who they are, only you and god know who is in your heart right now, ok.’**

Flouted Maxim: **Maxim of Relation**

**Context**

This conversation is related to the previous data. Fitri answers Sarah’s question by asking her back whether she can get out the pin out of her bang and saying that if is she ok if she tries to violate the women in the audience’s chair. Sarah answers that that is the crew who gives the name she just mentions and she does not know who they are and states that only Fitri and God know who are in Fitri’s right now.

**Analysis**

In this data, Sarah flouts the maxim of relation. Observing the question context, she is actually being irrelevant. Instead of answering the question, she mentions that she does not know anything about the name of men she just mentions and it was the crew who gives it. However, in this case, she does the flouting because she obviously tries to emphasize that she just does her job as a host to do what the crew asks. She also states that only Fitri and God who know about men that she is falling in love with right know. It can be concluded that she tries to imply that, in the end, instead of forcing Fitri to talk about the men she loves, she just simply says that it is just Fitri’s business which means that she gives up in trying to know about that. Therefore, the flouting is used to save the hearer face and try to not know more and involve about her personal matter.

**4.2 Discussion**

This section discusses the finding of the data analysis. From the finding, the researcher found that all the maxims proposed by Grice are flouted. There are 46 utterances that contain flouting of maxims. The most frequently flouted maxim is maxim of relation which is 15 utterances. The second most frequently flouted maxim is maxim of quality which is 12 utterances and third is maxim of quantity which is 8 utterances. The least frequently flouted maxim is maxim of manner which is 4 utterances. However, there are 7 utterances that overlap the maxims. Overlap, in this case, means that there are utterances that contain 2 maxims or the maxims are applied in the same time. The speaker that most frequently flouts the maxim is the guest with 36 utterances while the host is 10 utterances.

The speakers frequently flout the maxims in the show by being not cooperative to the topic being talked. Maxim of relation becomes the most frequent maxim that is used in the utterances to avoid saying something explicitly regarding the personal matters as well as to create jokes by saying irrelevant things. It used most frequent by the guest in answering the host questions. The host sometimes asks the question regarding the guest’s personal life and the guest also tends to answer it irrelevantly. The implication that commonly arises is the speakers do not want to be open about the personal matters. However, the maxim of relation in this show is flouted jokingly. In other words, the guest flouts the maxim to create a joke. In line with this, the maxim of relation is also used as the aim to create a joke.

In the conversation, the guest also frequently tends to flouts the maxim of quality. Instead of saying something true, the guest tends to say a lies to avoid being open about the personal life or to create a joke. The implication that commonly arises is the speakers do not want to be open about the personal matters. That is why they tend to tell lie.

Besides, the maxim of quantity is also flouted. The flouting of maxim of quantity happens by repeating the same words as well as adding the unnecessary information. The implication that commonly arises is the speakers want to be more details about conveying their utterances as well as intentionally repeating words to create a joke. The aim of the flouting is to stress out and point out the real meaning that the speaker delivers by repeating the utterances and adding information.

Finally, the flouting of maxim of manner is also applied in the conversation. In the utterances, the speakers tend to flout the maxim of manner by being not brief and in order as well as saying something that ambiguous and obscure. The flouting of maxim of manner, in the case, being not brief is to clarify the real meaning. Therefore, the speakers are not being brief by giving long explanation. The implication is the speakers do not want to be clear in saying their utterances intentionally to create a joke. In the case not being in order is to clarify the meaning and being ambiguous and obscure is to create a joke.

In other case, the overlap maxims are also found. Cutting (2002, p. 42) states that the overlap maxims happen when two or more maxims operating at once. In the conversation, the speakers tend say something lie as well as something irrelevant at the same time. In some cases, the speaker also says something that is not brief and gives a long explanation to emphasize the meaning that she wants to utter. The flouting of two maxims also aims to avoid being explicit about personal life. However, the flouting is also used to create a joke. The context in this case is important as the tool to analyze the implicit meaning as well to make the appropriate interpretation of each utterance. Finally, since the show is aimed to entertain the viewers, the flouting of all maxims in the conversation frequently happens to create joke in sake of entertainment.

Relating to the previous studies, the finding of the present study is different from them. Jovani who analyzes the flouting of maxims in the BBC Podcast *English We Speak* found that the most frequently flouted maxim is the maxim of quantity. It is because the podcast’s script is constructed to explain the phrase so the adding of inappropriate information by the speakers often happens. Besides, she also studied about the hedging of maxim as well. The second previous study by Anderson (2013) who analyzed the flouting of maxims in the comedy series *Community* found that the most frequently flouted maxim is quantity in which the characters tend to deliver the utterances shorter to create comic effect.

Relating to Anderson’s study (2013) that concerns about the flouting of maxims that can create comic effect, this present study also has the same issue. This present study found that the maxim that is frequently flouted is maxim of relation since the speakers tend to answer irrelevantly to avoid being explicit to the question related to personal life. However, the important point is that the flouting is applied jokingly which is to create a joke in the show. The different findings of the two previous studies and this study show that the different object that is analyzed can show the different finding.

It can be concluded that in the show, all the maxims are flouted by the host and the guest. How the maxims are flouted is by saying something that indicates the speakers tend to not being cooperative regarding the cooperative principle. They imply what they say by flouting the maxims. The aims are varied. However, in the end, the flouting in the show is for the sake of entertainment or to create a joke.