

The Flouting Maxim on Twitter Influencers' Tweets

Nibros Hassani

IAIN Salatiga

nibroshassani@gmail.com

Submission

Track:

Received:

xx-xx-2019

Available online:

30-10-2019

Corresponding

Author:

Nibros Hassani

nibroshassani@gmail.co

m

ABSTRACT

This study aims to discover the use of maxim principles on the tweets that made by certain of Indonesian social-media influencers which the method is conducted qualitatively. The data is taken from Twitter.com and Twitter App, where the researcher captured the tweets randomly and analyzed it by using maxim relevance principle as the tool of analysis. The result shows vary: most of the conversations were not obeying the maxim of relevance principles, or in other words do not imply maxim of relevance principle. Moreover, the intentions are to make jokes, and to run the conversation smoothly while doing the flouting.

Keywords: *maxim of relevance, twitter, social media influencer*

INTRODUCTION

Language plays a great role in our life (Bloomfield & Sapir, 1922). Meanwhile many linguists were using Whorf's hypothesis about language that the way society uses a language can determine its worldview about world, Gunarwan stated : language is influenced by culture around it. For instance, Javanese must be influenced by javanese culture. There's term called "empan papan" to say version of the social structure in society according to javanese people while it's occured too in Basa Jawa or Javanese (Gunarwan, 1999). In case of pragmatic as a branch of linguistic, how language is used in communication is matter. Pragmatic studies what meant by the speakers when doing the interaction. In short, pragmatic is a study concerns the meaning which is effected by things outside the language. To understand what happens in a conversation for instance, we need to know how the relation and social distance work among them, or even relative status among them. Here's one of the example :

- (1) A : Setelah ini, kerjakan yang lain (After this, Do the next thing)
 B : Baik, Bu. (Yes, madam)
- (2) C : Bantuin, *dong!* (Help me, can't you!)
 D : Sabar sedikit kenapa, *sih?* (Can't you just be patient?)

As an Indonesian speaker, we can conclude both conversations were done by different person and social status. The first conversation (1) is uttered by A who has higher status than B, while in the second conversation (2) C and D has the same status. A good social interaction could be done when some requirements are fulfilled, one of them is politeness principle. Moreover, in a conversation a speaker must have certain means when utters something. The means in such conversation are called as implicature.

According to Grice as cited by Kushartanti (2005), in the principle of cooperation, a speaker should not violate four maxims. Maxim is a principle that is must obeyed by the speakers in the interaction to make sure the conversation is done smoothly. The four maxims are : Maxim of Quantity, Maxim of Quality, Maxim of Relevance, and Maxim of Manner.

A conversation done nowadays is not only uttered offline, but also online. This also includes the effect of Industrial Revolution 4.0 which demands a change on how people communicate (Cahyono & Hassani, 2019). The demands on technology use have made the interaction among people elevate to online, which has lots of advantages than the conventional one (and right back then, the disadvantages). Social media has become the most dominant medium used by people at present : Facebook, Twitter, Snapchat, Instagram, and many more. Twitter, as one of the social media existing and used by many Indonesians becomes the object of this research.

Twitter is an American online news and social networking service on which users can post and interact with messages known as “tweets”. Founded by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams in 2006, Twitter has internationally recognized as popular social media in addition many great people use Twitter to interact with the users. As of 2018, Twitter had more than 321 million monthly active users. Content of tweets according to Pear Analytics mostly is Pointless babble (40.1%) and secondly is Conversational (37.6%). Twitter has feature which support its users to interact by replying, sending a direct message, and commenting on a

tweet. Indonesia (Herman & Mononimbar, 2017) became the fifth-largest country in terms of Twitter users.

Research GAP and Novelty

The prior researches haven't discussed the conversation occurred in Twitter which can lead to the cyberculture discussion. Additionally, most of pragmatics researches used conversation on YouTube, Film, Novel, as the object of analysis. Based on the prior statements, the researcher excites to do a research on Twitter conversation as object of the study. As the user of Twitter too, the researcher has further observed the conversation done by some Twitter influencers. Influencer here means, the user gained more than thousands of followers and many interactions each day above the average of normal users. Some of the influencers are public figure, and some are not. In order to answer the researcher's curiosity, the maxim principles particularly the maxim of relevance will be the tool of analysis. Last but not least, the researcher will explore further the discussion by giving this research a title "The Flouting Maxim on Twitter Influencers' Tweets" due to the recent findings, and expect this research can give significances on cyberculture, social media, linguistic, and pragmatic study.

Literature Review

Pragmatics

In how we communicate, someone tends to be communicative so the messages are delivered to other speakers successfully. May states (Hidayati, 2017) *communication requires people to cooperate; the "bare facts" of conversation come alive only in a mutually accepted, pragmatically determined context*. Thus, in every conversation, this discussion is related to Cooperative Principle which is stated by Grice and will be discussed further in the scope of pragmatic studies.

Pragmatics is a branch of linguistics conceived as dealing, separately from others, with the meaning that a sentence has in a particular context in which it is uttered ("Concise Oxford Dict. Linguist.," 2014). Pragmatics distinguishes from Semantics, which conveyed as studying meaning independently of contexts. For instance, *There's a car coming* would have the meaning out of context of a statement that a car is coming. But on a specific occasion it might be a

warning to a pedestrian not to step onto a road, or could be an expression of hope that people invited to a dinner are at last arriving, and so on. Moreover, in particular, pragmatics includes the study of implicatures as opposed to literal meanings or truth conditions of sentence.

Another definition comes from Leech (Ulliyadhi & Raharja, 2019), He explains that general pragmatics is abstraction between the study of language in total abstraction from the situation, and the study of more socially specialized uses of language, that pragmatics is the study about the relation between language and context that are used in the community.

Employing Maxim Principles in The Conversation

Conversation is a cooperative activity (Firdaus, Thahara, & Amelia, 2017). Thus, Grice has stated this principle, known as cooperative principle (CP) consisting 4 maxims of conversation. Here's the detailed which Leech adapted from Grice (Leech, 2014) :

1. Maxim of Quantity

In this maxim, participants of a conversation give their contribution as is required in term of the quantity of information. In making contribution in their conversation, the participants should give their contribution as much as is necessary, and should not give more information or less information to the listener. For instance,

A : Anak gadis saya sekarang sudah punya karir

(My daughter has a career now)

B : Anak gadis saya yang perempuan sudah punya karir

(My daughter who is girl has a career now)

To compare both sentences, the word 'daughter' already explains a girl, so the sentence B violates the maxim of Quantity, giving unnecessary contribution.

2. Maxim of Quality

Based on Maxim of Quality, a conversant must say actual things, because sometimes the conversants do not feel sure with what they informed. For instance, IAIN Salatiga building is located in Salatiga, not in Semarang or Ungaran, unless there are people who do not know. In other words, the rules in this maxim are : (i) Say what you believe to be false and (ii) Say that for which you lack adequate evidence.

3. Maxim of Relevance

In this maxim, the conversant must maintain the conversation stays on the topic and relate to the context. If not, the conversation will not run smoothly and successfully because the topic is easily to be understood. In other words, in this maxim the rule is being relevant with the topic.

For instance, when A says : What time is it? Then B should answer 9 AM, not “today is a hot day” or another irrelevant answer.

4. Maxim of Manner

In maxim of manner, the utterance that is conveyed must not be unclear. There are two kinds of clarity : clear text (syntax and phonology of the language) and clear message (the sense of illocutionary goal conveyed is understandable). Furthermore, Grice states this maxim must obey these rules : (i) Avoid obscurity of expression (ii) Avoid ambiguity. (iii) Be brief (avoid unnecessary prolixity) (iv) Be orderly.

Twitter : A Medium of Conversation

Before jumping further, the first topic of paragraph should be about the medium itself. Medium (a singular term : “media”) is referred to the specialised and separate institutions and organisations in which people worked: print media and the press, photography, advertising, cinema, broadcasting (radio and television), publishing, additionally is referred to the cultural and material products of those institutions (the distinct forms and genres of news, road movies, soap operas which took the material forms of newspapers, paperback books, films, tapes, discs (Lister, Dovey, Giddings, Grant, & Kelly, 2008). While the era came into early 1990’s and the definition got broader, the term ‘new media’ appeared and change the landscape of the studies. New media study has been discussed many times and became an evidence of the era’s shift with all the new media characteristics : digital, interactive, hypertextual, virtual, networked, and simulated.

Twitter as social networking (and American online news) has gained worldwide popularity and with more than 321 million monthly active users as of 2018. The service’s popularity also increased since the covering of politics in the United States and presidential

election, also became the largest source of breaking news at that time. Several issues and controversies are appearing ever since. Twitter has been used for multipurposes and so is social movement, and education. For instance, the recent research finds Twitter encourages interactive learning, and at improving students' interaction to their teacher which leads to higher grades achievement. Many of world public figure and leader use this service to communicate with other people too. Twitter diplomacy, as many of world diplomats have used the service to do such work, the use of Twitter could engage to foreign publics and produce new political relation. Furthermore, several accounts have managed to be the users with largest follower base ss of 30 January 2019 : (1) @katyperry (2)@justinbieber (3)@BarackObama.

In Indonesia, as it is reported by Jakarta Globe, the users has emerged to place its country to top-five of largest users in the world with nearly 23.34 million active accounts. According to GIV (Tjahjono, 2019) some of public figures has spotted the largest audiences, with more than 17 millions followers (AGNEZ MO), followed by raditya dika with 15 millions of followers. Some of new profiles have managed to compete : Pocong (+8 199 followers), Arnold Poernomo (+5 491 followers), Fiersa Besari (+5 466 followers), Kaesang (+5 074 followers) and the latest Joko Widodo (+4 390 followers). As the prior purpose of using Twitter to engage with public, these users also influence the upcoming issues and so is for marketing. Some of them who can get lots of interaction daily is called to be Twitter influencer.

Previous Researches

The prior researches haven't discussed about the analysis of maxim on Twitter, most of them are discussing other media like novel, video, and pop literature as the object of data. Some of the titles of research are as followed :

1. Maxim of Cooperative Principle Violation by Dodit Mulyanto in Stand-up Comedy Indonesia Season 4

This research discusses violations of maxim occurred in SUCI presented by Dodit Mulyanto, an Indonesian entertainer. The result says Dodit has violated maxims of cooperative principle in various ways in order to raise humor of the audience, not more. It comes to conclusion that, the violation of cooperative principle is not always become a bad thing in communication. Furthermore, it may be applied in daily life in order to make a joke, to perform stand up comedy or public speaking, to make teaching method more interesting for the teacher or

lecturer and of course . Thus, the function of violating maxim also appeared in this research. Furthermore, it can be observed that it is the ambiguity that induces humor. In what has referred as “English linguistic jokes”, ambiguity exists at all levels of language viz. phonological, morphological, semantic and syntactic levels. As Ilham Taghiyev has stated ‘it can be considered the most productive source of linguistic jokes. As it was stated above, ambiguity has two main types – lexical-semantic ambiguity and structural-syntactic ambiguity’ (Taghiyev, 2017).

2. Analisis Linguistik Prinsip Kerja Sama Dalam Tuturan Cerita Humor Nawādir Juhā Li Al-Athfāl (Linguistic Analysis of Cooperative Principle in The Speech of Nawādir Juhā Li Al-Athfāl Humor Story)

Using popular (pop) story as the object analysis, this research mostly describes about the analysis of the maxim violation (Ulam, Emzir, & Nuruddin, 2018). As the result, the popular story tends to violate and in contrast obey the maxim principle to create humor and as the creativity of the author to entertain the reader.

3. An Analysis Of Maxims Flouting In “The Jungle Book” Movie Script

In this research, the floutings are mostly done to avoid discomfort and to show prolixity (BR & Sembiring, 2017). Other findings are the violation of maxim quantity because the characters often talked actively to give more explanation, while the maxim of quality is the lowest because the characters often tell the truth as a fact to avoid misunderstanding.

4. Pelanggaran Prinsip Kerjasama (Cooperative Principle) Dalam Percakapan (The Violation of Cooperative Principle in The Conversation)

Using “The Davinci Code” as the object of analysis, the floutings are mostly done to even to make the other speaker understand, and the flouting becomes the bridge to the implicit meaning (Hidayati, 2017). In other words, the cooperative principle which isn’t employed is even to make the conversation run smoothly.

Some of researches analyzed the violation of maxim. For instance, some researches as follows

5. “Pelanggaran Maksim (Flouting Maxim) Dalam Tuturan Tokoh Film Radio Galau Fm: Sebuah Kajian Pragmatik” (The Flouting Maxim in The Speech of Radio Galau FM’s Film Figures : A Pragmatic Study)

In this research, the findings show the violations occurred in the dialogue shows the normal communication in daily life or in other words, to support conversation running smoothly. The violations were there to support humor, convince the conversant, avoid conflict, giving attention and surprise. Based on the analysis conducted, the violation of 4 maxims are existing (Hidayati, 2018).

6. “Pelanggaran Prinsip Percakapan Dan Parameter Pragmatik Dalam Wacana Stand Up Comedy Dodit Mulyanto” (The Violation of Speech Principle and Pragmatic Parameter in The Discourse of Stand Up Comedy Dodit Mulyanto)

Based on the research above, the maxim flouting on the video above occurred due to several characteristics like diction games, culture, intention/aims of interaction, situation, the use of humor theory, and heckler (Lestari & Bambang Indiatmoko, 2016). This research analyzed the parameter of flouting maxim which specifically described on politeness violation and the violation of pragmatic parameter : social distance, social status, and rank of speech act. The violation of cooperative principle exists on violation of maxim quantity, quality, relevance, and manner. Secondly, on the principle of politeness the flouting shows on the maxim of wisdom, generosity, satisfaction, humbleness, agreement, and sympathy.

RESEARCH METHOD

This research is conducted by employing qualitative method since the research deals with words, and the purpose is to explain a phenomena or individuals (Zacharias, 2012). The research question is on-going and dynamic, the participants involved is in small number, and the length of study is long term. The language is descriptive, not technical. The data analysis is not statistical but interpretative by categorizing the data.

The data is collected randomly during the researcher's use on Twitter App in more than 3 months researching by selecting the tweets based on which tweet mostly got lots of interaction, likes, and comments, the tweets were posted by the influencers. In order to maintain the informed consent and the quality of research, the researcher decides to not provide any details information of the influencer, thus the tweets were chosen according to the popularity and interaction from the public users.

The research is limited to (i) do the users obey the cooperative principle, maxim, particularly maxim of relevance (ii) what purpose usually the users have in order to violate the maxim.

RESULTS & DISCUSSION

Data Result and Analysis

In this part, the data result of 14 tweets from Twitter are shown involving the translation and analysis.

1. Btw, selamat buat Timnas U-22 atas piala AFF-nya! semoga tida menjadi butut seiring bertambahnya usia~

(A) yang penting ga syuting di iklan sosis so nice

(B) Apa lagi jadi artis ga jelas kek di acara acara berbobot

By the way, congratulation to Timnas U-22 on behalf of AFF championship! Hope it will not be old due to the increasing age)

(A) What matter is not to do so nice sausage ads

(B) Even more becoming unknown artist like in weighted shows

In this conversation, the users who replied tend to agree with the tweet posted even violated the maxim of manner and quality, but still obey the maxim of relevance to support the idea of the tweet.

2. Ya sesabar2nya manusia kalo sampe disalahkan atas kesalahan yang tida dia perbuat pasti bakal emosi dong!!!1111

- (A) apalagi kalo ga ngakuu...emosi pake bgt
- (B) aku paling emosi kalau ditanyai kapan lulus ☐
- (C) apalagi kalo kapan nikah -,-

(Absolutely, the most patience human being but if get blamed over all things he/she didn't make he/she must be pissed off)

(A) Even more if he/she doesn't confess anything...we'll be pissing off more

(B) I must be very pissed off when people ask when I will graduate

(C) Even more when I will be married

In this tweet, the user protested a condition which was supported by other users, which all of those obey the idea of the tweet.

3. Paling gabisa kalo diajakin ngobrol sama abang-abang ojol, mungkin dia butuh temen ngobrol atau biar gak sepi, kadang karna keasikan, jalannya jadi lama trus abangnya gak fokus sama jalan, jadinya malah salah jalan ☐

(A) Ah udahlah angkuh mah angkuh aja. Iyadeh maunya ngobrol sama yang followers banyak doang ya? ☐

(B) pdhl kitanya lagi buru2 hhhh

(C) Bukannya gamau diajak ngobrol, tapi emg aku ga kedengeran kl ngobrol dimotor yg lagi jalan ;(

(D) Nahh. Sering terjadi

(I can't ever join a chat with online drivers, may be he needs someone to have chat or to not feel lonely, sometimes when it is getting too over, the trip becomes so long then the driver doesn't focus with the road, and the became getting lost)

(A) See, just be arrogant then. See, you just want to talk with someone who has lots of followers, don't you?

(B) The truth is we're on hurry hhhh

(C) It is not we won't reply the chat, but because I just don't hear when having chat on the motorcycle that is on its way

In this conversation, the flouting maxim shows in the first reply which the user wants to show a joke regarding the idea of the tweet, the second reply is obeying the maxim of relevance, and the last is obeying the maxim of relevance while also add another idea but still relates to the topic.

4. Hukuman manusia di dunia yang paling kejam itu adalah pengeluaran selalu lebih daripada pendapatan

(A) Baca ini sambil miris sama diri sendiri ☐

(B) Apalagi kalau lagi musim kondangan HmMMM

The most cruel punishment in this world is that the outcome is always more than the income

(A) *Reading this and feel sad of myself*

(B) *Moreover when it comes to marrying season Hmmm*

In this tweet, the replies show 1 violation of maxim, and the use of maxim of relevance in the second reply in order to support the idea of the tweet.

5. JIKA NASI SUDAH MENJADI BUBUR, TAMBAHKAN AYAM SAJA

(A) TIDAK PAKE KACANG DAN DAUN BAWANG PAK

(B) TAMBAH CAKWE JUGA ENAK LOH PAK

(C) IYA TAMBAH JUGA KECAP, KUAH KUNING, KACANG, SELEDRI, KERUPUK

(D) DAUN BAWANG KALI, KOK SELEDRI MEMANGNYA SAYUR SOP

When the rice becomes porridge, just add the chicken

(A) *Why not use peanuts and leeks*

(B) *Add the cakwe is delicious too sir*

(C) *Yup, add the soy sauce too, the yellow sauce, peanuts, the celery, and crackers*

(D) *Leeks, aren't they, why celery it is not a soup*

In this tweet, the replies show the cooperative principle and the maxim of relevance in order to support the idea of the tweet and to make jokes.

6. Kenapa pesenan makanan temen selalu terlihat menarik daripada pesenan makanan sendiri

(A) Karna sejatinya minta lebih enak drpd beli sendiri:v

(B) Gak cuma pesenan, apa aja yang bukan punya kita kelihatan lebih menarik hahahahaha

(C) Cowo orng juga terlihat menarik, bukan begitukah mba?

(D) Kalo cowonya Adam Levine mba

Why our friends' food order always looked interesting than our own food order

(A) *Because the fact is, asking is more delicious than purchasing by our own self :v*

*(B) Not only order, whatever it is when it doesn't belong to us is always looked interesting
hahahaha*

(C) Someone's boy is also looked interesting too, isn't it sister?

(D) Only when the boy is Adam Levine, ofcourse sister

In this tweet, the couple of replies show the maxim of relevance to support the idea of the tweet, while the others violate the maxim to make a joke

7. Belum duduk dari jam 4 subuh. Mau saingan sama Nyonya Meneer yang berdiri sejak 1918.

(A) Kalo kamu jadi Nyonya kau aja bep.

(B) Anda lucu

(C) Mau marah tapi cakep

Haven't sit since 4 am morning. I want to compete with Nyonya Meneer which has stood since 1918.

(A) Why just not be my madam, darl

(B) You are funny

(C) Want to get mad but you're pretty

In this tweet, the replies are violating the maxim but shows a relevance on supporting the idea of the tweet.

8. Aku ganteng versi quick view

(A) Aku cantik versi quick dream

(B) Ganteng versi kelilipan

I am handsome in quick view version

(A) I am pretty in quick dream version

(B) Handsome in slip version

In this tweet, the replies show flouting of maxim but still support the idea of the tweet which can be related to the topic.

9. Diakhir film avengers, Iron Man memeluk agama islam dan mengganti namanya jadi M. Imron

(A) Black widow menjalani taaruf supaya tidak widow lagi

(B) Thor telinganya di adzanin lgsg ganti nama jd Moch Thoriq.

In the end of Avengers film, Iron Man converted to Islam and change his name to M. Imron

(A) Black widow perform taaruf so that its not widow again

(B) Thor's ears are being performed adhan then directly change his name to Moch Toriq.

In this tweet, the replies show they support the idea of the tweet with flouting maxim, additionally to support the humor.

10. "Kalo harga pesawat mahal ya pertimbangkan moda transportasi lain, kan banyak"

Sa pu bapa tiap bulan ke Jayapura & Palangkaraya operasi, ko suruh de naik lumba-lumba ka hui? Indonesia tra cuma Jawa ee.

(A) Itu yang bilang transportasi laen suruh de coba naek kole kole dulu dari jawa sampe jayapura, atau tidak suruh de naek naga terbangnya Indosiar, begitu ka, emosi ane

(B) Naga terbang sudah punah skrg nyisa Nagabonar kak

(C) Naga Daenerys masih ada 1 kalau mau coba naik naga

(D) Kasian bang kalo buat boncengan

"If the airfare is expensive then consider other mode of transportation, which are plenty" I have father gone monthly to Jayapura and Palangkaraya doing a surgery, you ask him to drive on dolphins or sharks? Indonesia is not merely Java you know.

(A) Tell him who said other transportation, command him to go on kole-kole first from Java to Jayapura, or not asking him to go on Indosiar's flying dragon, right, this pisses me off

(B) Flying dragon is extinct already, bro, now is Nagabonar which exists

(C) Daenerys dragon is still available 1 if you want to try go on a dragon

(D) Pity of them if we use it to go on together

The users response to support the idea of the tweet show a maxim of relevance, where the other are violating in order to make a joke

11. "besok aq mau outing ke puncak sampe Jum'at. Kelean baik2 ya disini :* "

(A) tiati ya jangan ilang

(B) ya

(C) kamu kmn aja beb?

(D) Kenapa harus cowok sich yang nanya? 😊

*Tomorrow I will go outing to Puncak until Friday. Be fine here, everyone :**

(A) *Be careful, don't get lost*

(B) *Ok*

(C) *Where have you been around, darl?*

(D) *Why is it must a boy who asks 😊*

In this tweet, the influencer tries to interact with the followers while one of them reply is supporting the idea of the tweet and not violating the maxim, and another one is not violating too to perform a joke.

12. NGANTUK SAAT KULIAH MALAH MENYALAHKAN CARA DOSEN MENGAJAR, ITU KARENA ANDA TERLALU SERING BERGADANG

(A) SAYA YANG NGANTUK KNP BAPAK YG REPOT

(B) SEMALAM SAYA LIHAT MOTOGP PAK, VALENTINO ROSSI NAIK PODIUM.

(C) BERAPA USIANYA SEKARANG?

(D) INI SOAL QUIZ APA BUKAN PAK?

Sleepy during the class but put the blame on the ways of lecturer do the teaching, That's merely because you stay up late too much

(A) *I am the one who is sleepy but why you got the messed up*

(B) *Last nite I watched MotoGP sir, Valentino Rossi was on the podium*

(C) *How old is he now?*

(D) *Is this question quiz or not, sir?*

13. Telor dadarku setelah tahu ia dihina-hina 😊 (shows a pic)

(A) Varian apa ini min

(B) Overcooked

(C) Platingnya coba belajar lagi ya denger gak kalo dibilangin

(D) INI KAMU GORENG APA KAMU BAKAR? KAMU GA BISA BEDAIN MANA MINYAK MANA ARENG?

(E) M-maaf chef 😊

(F) Saya ga ada masalah sama rasanya. Cuma plating sama appearance sama muka kamu itu nyolot

(G)Maaf chef ☹

My fried egg after its got humiliated ☹(shows a pic)

(A) *What's variant is this, min?*

(B) *Overcooked*

(C) *You must learn again about the plating, don't you listen when I tell*

(D) *You fry it or you burn it? Can't you distinguish which one is oil, which one is charcoal?*

(E) *S-sorry chef ☹*

(F) *I don't have a problem on its taste. But the plating, and appearance, and your face is sticky*

(G) *Sorry chef ☹*

In this conversation, the influencer and the followers obey the maxim of relevance which they support the idea of the tweet, related to the topic, even finds too the violation of manner, but they are showing a purpose to make a joke.

14. Pada setiap perjuangan yang sia-sia ada batin yang berteriak asu-asu. Astaghfirullah, untung udah buka ~

(A) *Nek tak rasak rasakke mpean saiki jarang sambate akeh misuhe yo le*

(B) *Perasaan banget sih ☹*

(C) *Min misuh min @nkmthi*

(D) *Admin seh tadarusan*

(E) *Jare mang ngopi saiki tadarusan*

On every worthless fight there must be a heart saying asu-asu. Astaghfirullah, luckily its already breakfasting~

(A) *If I wandered, you're now rare to complain and much more cursing right bro*

(B) *Can't agree more*

(C) *Min, curse min @nkmthi*

(D) *Admin is still reciting Quran*

(E) *You said you're having coffee now, you're reciting the qur'an*

In this tweet, the flouting maxim shows in the replies and how the replies are unrelated to the topic but the flouting occurred also in order to make a joke.

CONCLUSION

The findings show the flouting maxims are shown vary and have multi purpose such (i) to make jokes (i) to make the speaker understand while both purpose are done in flouting and in contrast. This means, the cooperative principle is not always obeyed to maintain the conversation, because it can happen in the right back then conditionally. The maxim of relevance is not always obeyed too, because the context of conversation can be different. For further research, the researcher suggests other research in the field of ethnolinguistic, ethnopragmatic, antropholinguistic, where the cooperative principle or maxim can be employed, the research which uses conversation in social media as the object of analysis.

REFERENCES

- Bloomfield, L., & Sapir, E. (1922). Language: An Introduction to the Study of Speech. *The Classical Weekly*. <https://doi.org/10.2307/4388302>
- BR, E. H., & Sembiring, I. G. (2017). An Analysis of Maxims Flouting in “The Jungle Book” Movie Script. *Journal of English Language and Language Teaching (JELLT)*, 1(2), 33–39.
- Cahyono, G., & Hassani, N. (2019). Youtube Seni Komunikasi Dakwah Dan Media Pembelajaran. *Al-Hikmah*, 13(1), 23. <https://doi.org/10.24260/al-hikmah.v13i1.1316>
- Firdaus, A. Y., Thahara, Y., & Amelia, F. (2017). the Effects of Maxim Violations on the Level of Defendants ’ Trustworthiness in Giving Information During the Making of Investigation Reports : a Case Study in Situbondo Resort Police Office. *Redefining Language, Literature, Arts, and Teachings in Global Era*, (October), 16–21.
- Gunarwan, A. (1999). *Asim Gunarwan, Realisasi Tindak Tutur....FIB-UI, 1999*.
- Hidayati, N. (2017). PELANGGARAN PRINSIP KERJASAMA (COOPERATIVE PRINCIPLE) DALAM PERCAKAPAN Niswatin Nurul Hidayati 1. *AL HIKMAH Jurnal Studi Keislaman, Volume 7, Nomor 2, September 2017*, 7(September), 10–13.
- Hidayati, N. (2018). *Pelanggaran Maksim (Flouting Maxim) Dalam Tuturan Tokoh Film Radio Galau Fm: Sebuah Kajian Pragmatik*. 2(2), 248–263.
- Leech, G. (2014). The Pragmatics of Politeness. In *The Pragmatics of Politeness*. <https://doi.org/10.1093/acprof:oso/9780195341386.001.0001>
- Lestari, T. P., & Bambang Indiatmoko. (2016). Pelanggaran Prinsip Percakapan Dan Parameter Pragmatik Dalam Wacana Stand Up Comedy Dodit Mulyanto. *Seloka: Jurnal Pendidikan Bahasa Dan Sastra Indonesia*. <https://doi.org/10.15294/seloka.v5i2.13076>
- Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2008). New Media: A critical introduction. In *New media: A critical introduction*.
- Taghiyev, I. (2017). VIOLATION OF GRICE’S MAXIMS AND AMBIGUITY IN ENGLISH LINGUISTIC JOKES. *IJASOS- International E-Journal of Advances in Social Sciences*. <https://doi.org/10.18769/ijasos.309688>
- The Concise Oxford Dictionary of Linguistics. (2014). In *The Concise Oxford Dictionary of*

Linguistics. <https://doi.org/10.1093/acref/9780199675128.001.0001>

Ulam, A., Emzir, E., & Nuruddin, N. (2018). ANALISIS LINGUISTIK PRINSIP KERJA SAMA DALAM TUTURAN CERITA HUMOR NAWÂDIR JUHÂ LI AL-ATHFÂL. *Arabi : Journal of Arabic Studies*. <https://doi.org/10.24865/ajas.v3i2.84>

Ulliyadhi, A., & Raharja, S. (2019). *Maxim of Cooperative Principle Violation by Dodit Mulyanto in Stand-up Comedy Indonesia Season 4*. 1(1), 62–77.

Zacharias, N. T. (2012). *Qualitative Research Methods for Second Language Education*. 170.