# The Violation of Cooperative Principle in Conversational of Presidential Debate Indonesia 2019

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## ABSTRACT

Politician will use various style of political languages to influence and convince people to achieve a victory in campaign. Indonesia has conducted debate as a form of campaign in the presidential election. Therefore, violating the cooperative principle in political language often occurs. The researcher conducts this research to know how does the President and Vice President candidates violate cooperative principle, especially in quality and relevance maxim, to know what is the function of the violation, and to know what is the meaning of violation. The method of this research is descriptive qualitative. The subject of this research is the dialogue of President and Vice President candidate in debate. The object of this research is violation of maxim quality and relevance. The instrument of this research is the table indicator. The data obtained from the utterances of President and Vice President candidate. the researcher analyzed the data by using literature study, document study, and content analysis. Then, the validity of data used triangulation method. The result of this study is the President and Vice President candidate number 01 violated maxim relevance and maxim quality. The function of violation are; commisive and assertive. The meaning of the utterances is promising and giving an opinion. Then, the candidate number 02 violated maxim quality with assertive function. The meaning of the utterances is boasting.

**Keywords**: *Cooperative Principle, Presidential Debate, The Violation of Maxim Quality and Maxim Relevance*

## INTRODUCTION

Linguistic is very important to be mastered by politicians, because most of politic agendas are done by using language. Especially the agenda of campaign of president and vice president candidate. As stated in Constitution of Presidential Election of the Republic Indonesia Number 42, Year 2008, Part Third, Section 38. Indonesia held three times presidential debates, on 17th January 2019 – 17th March 2019.

As we know, one of the purposes of campaigns is to persuade the people in order to give their vote for the candidate. Therefore, in debate the conversation must be wise, educated, smart, and certainly the argument is coherent with the topic in order to avoid misunderstanding or conflict between participants, also to get the effectiveness communication.

In linguistic, the study which regulates how we should converse in social interaction called pragmatic. Pragmatic is the study of language used for contextual communication related the principles (Grundy, 2000:27). Moreover, Nordquist (2019) pragmatic is a branch of linguistics concerned with the use of language in social contexts and the ways people produce and comprehend meanings through language. Therefore, pragmatic is the study of language used based on the context; how sentences are interpreted appropriate with the situation.

In pragmatic there is theory of cooperative principle. Cooperative principle is the rule of communication which make our speaking become appropriate with the context or situation. Cooperative principle also can make our conversation become efficient and accurate. "In cooperative principle, the participants of the conversation should make their contribution such as required at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged" (Grice in Pfister, 2007:78). It means in conversation the speaker should give relevant statement and the statement should be informative, truthful, also clear. Shortly, the meaningful dialogue is classified in cooperative principle.

Grice formulated guidelines for cooperative principle, they are maxim quantity, quality, relevance and manner. This study focused on the violation of maxim relevance and maxim quality. Maxim relevance is a rule for speaking in order to be relevance with the topic of conversation. The speaker deliver their utterance should be applicable to the context being discussed. Obeying this maxim will make the conversation become effective and efficient. The example of obeying maxim relevance is as follows:

Ani: "Where is my pizza? I have put it on the table just now".
Budi: "Your sister has taken it"

Then, the example of violation maxim relevance is as follows:

Ani: "Where is my pizza? I have put it on the table just now".

Budi: "I must pick daddy up"

Ani :"So, where is my pizza?? You have been here since two hours ago!

Budi's answer is not relate with the question. Ani asked him again. It is not effective. Therefore, maxim quality is a rule for speaking in order to do not give false information or not supported by evidence. Obeying this maxim will avoid a falsehood. For example:

Andre: "who is she?"

Doni : "She is my girl friend" (By holding her hand)

Then, the example of violation maxim quality is as follows:

Doni's Girl friend: "who is she?"

Doni :" she is my sister" (the situation is the girl went to the toilet)

Moreover, cooperative principle relates with implicature. Implicature exists because the violence of cooperative principle. Implicature is implicit meaning from the speaker's utterance. For example:

Udin : " Do vegetarian eat seafood?"

Susi  : " Do elephants have wings?"

The conversation above is violating cooperative principle because Susi answered the question is not relate with the question, she did not say "yes" or "No". Automatically, Udin must assume that the meaning of Susi's answer is "Of Course Not!". This is the implicature. Besides, to know what is the function of implicature, the researcher used speech act theory. "Speech acts defined as the action performed via utterance" (Yule 1996 in Fatikhatis, 2017-17). The kinds of speech acts are commissive, directive, assertive, and declaration (Searle 1979 in Fatikhatis 2017:21). 1) Commissive speech act show speaker intention. The category of commissive speech act is promising, threatening, refusing, pledging and offering. For example: "I promise to buy you a motorcycle if you get high score in mathematics". 2) Directive speech act indicates speaker wants to get someone to do something. It is used to give commands, order request, question, demand, and govern. For example: "Run out!". 3) Assertive is used to represent the world as the speaker believes it is. The category of assertive is stating, proposing, boasting, complaining, giving opinion, reporting, referencing. For example: "Jasmine is white". Then, 4) Declaration is a type of speech act that changes the world by words. It means the speakers can change the situation by their utterances. Declaration of speech act is excommunicating, declaring war, christening, firing from employment. For example: "I never do that!" (Basra and Thoyyibah, 2017:76)

Furthermore, the researcher is interested in conducting this research because each candidate of President and Vice President Indonesia in 2019 has different background; in this case related to the way of speaking. For candidate number one is Joko Widodo (JW) with Ma'ruf Amin (MA) and number two is Prabowo Subianto (PS) with Sandiaga Uno (SU). Jokowi has civilian background who is used to being calm and relaxed in speaking and Prabowo has military background who always to the point in speaking and firm. As well as for Vice president candidates; M'aruf Amin is religious leader (Ex. leader of Majelis Ulama Indonesia) and Sandiaga Uno with the background is businessman. Moreover, after presidential debate there were many debates and disputes among the people in social media because of the different choices and principle.

Considering the statements above, the researcher wants to find the violation of cooperative principle especially in maxim relevance and quality which done by the candidates of President and Vice President Indonesia 2019, to know the function of the violation, and to know what is the meaning of violation which done by them. Further, this research was conducted without tendency, the researcher did not intend to one of candidates. This study is purely aimed at developing linguistic.

Relates to this research, there are previous research from Ester (2016), by the tittle "The Maxim Violation on Mata Najwa Talk Show 'Selebriti Pengganda sympati'. It shows there are fifteen utterances violating maxim quality, quantity, relevance, and manner maxims. Then from Tajabadi, Dowlatabadi, et.al (2014), by the tittle "Grice Cooperative Maxims in Oral Arguments: The Case of Dispute Settlement Councils in Iran. It shows quantity and relevance maxim are more frequently violated during the disputes and also maxim of quality and manner were the ones most followed.

Different from the previous studies, this research just focuses on the violation of maxim quality and relevance because the researcher assumed that they are more appropriate

maxim to be analyzed especially in presidential debate.


**METHOD**

*Research Design*
The research design of this study is qualitative. Qualitative research is descriptive and the data collected are in the form words or pictures rather than numbers (Bogdan and Biklen in Sugiyono, 2009). Therefore, this research used transcripts for the data.

*Research Instrument*
The instrument is the table of indicator:

Table 1.The Indicator of violation of maxim quality and relevance

| No | Maxim | Indicator of Violation | Characteristic of Violation |
|---|---|---|---|
| 1 | Quality | a. Saying something is not true<br>b. Saying something is less evidence<br>c. Responses or answer is same with partner<br>d. Make speculation doubtful | As far as I know...<br>Maybe I am wrong...<br>I my self is not sure...<br>I guess...<br>If I am not mistaken<br>He said...<br>...more or less...<br>Aproximately...<br>I think... |
| 2 | Relevance | a. The answer is not relevant, there is no relationship with the question<br>b. The answer is true but not appropriate with the question<br>c. Respon or answer not related to opponent's answer | I don't know or I dont understand..<br>Maybe this question...<br>Without intending to replace problem...<br>However...<br>By the way... |

Summarized from Yule 2006, translated by the author

Table 2. The indicator of speech act; to know the function of violation in maxim of CP

| Maxim | Function | Characteristic of Violation |
|---|---|---|
|  | Assertive | As far as I know...<br>Maybe I am wrong...<br>I my self is not sure...<br>I guess...<br>If I am not mistaken<br>He said...<br>...more or less...<br>Aproximately...<br>I think... |
| Maxim of | Directive | I don't know or I dont understand.. |

| Cooperative Principle Relevance | | Maybe this question... Without intending to replace problem... However... By the way... |
|---|---|---|
| | Commissive | Promising, offering, guarantee, pledging, swearing, vowing, undertaking, warrant |
| | Expressive | Thanking, congratulating, apologizing, appreciating, deploring, detesting, regreeting, welcoming |
| | Declaration | Resigning, baptizing, firing, giving name, sentencing, expelling, |

Levinson in Kiuk, P.Y., & Ghozali I. 2018:62

### Research Subject and Object

The subject of this research is a communication event in the form of dialogue in the first presidential debate in Indonesia. Then, the object of this research is the violation of the cooperative principle in maxim quality and maxim relevance in communication of debate.

### Data Collection

To collect the data, the researcher downloaded the video of presidential debate from YouTube. Then observed and transcribed the utterances of president and vice president candidates.

### Data Analysis

To analyze the data, the researcher used  literature, documentation study, and content analysis. Literature is the analysis by using library materials such as books, eBooks, journals, papers, articles as the reference. Document study is reviewing the document. Then. content analysis is selecting, simplifying, focusing and describing.

1) Selecting.
   The researcher selected the statement of debate which indicated a violation of cooperative principle by using indicator table.
2) Simplifying.
   The researcher simplifies the statement of violations of cooperative principle which has been selected by taking only the violation of maxim quality and relevance.
3) Focusing.
   The researcher focusses on implicature and function of the statement of violation maxim quality and relevance by using table indicator.
4) Describing.
   The researcher describes the data by using explanation.

### Validity of Data

To check the validity of the data the researcher used triangulation method. Triangulation is the strategy to test validity through the convergence of information from different sources"

(Carter et. al. 2014). Therefore, the researcher has checked the validity of the data from different of pragmatic books, and the result is same.

**FINDINGS AND DISCUSSION**

As the researcher mentioned before, the aim of this research is: 1) to know the violation of cooperative principle in maxim relevance and quality which done by the candidates of President and Vice President Indonesia 2019, 2) to know the function of the violation in maxim relevance and quality , and 3) to know what is the meaning of violation in maxim relevance and quality.

Furthermore, this study took the first debate with theme is law, human right, corruption, and terrorism. The researcher do not take all the statement of candidates, just selecting the statement which indicated a violation of cooperative principle in maxim quality and relevance.  The analysis is as follows:

**The violation of cooperative principle in maxim relevance and quality,  the function of the violation, and the meaning of violation which done by the candidates 01 is as follows:**

**1ˢᵗ theme : Law**

When SU answered the moderator's question about the strategy to solve the overlaping and not harmonious of laws and regulation.
Question: "Legal certainty is very important for citizens,bussiness people, and the government but the fact is many laws and regulations are overlapping and not harmonious at the central and regional levels. What is your strategy to solve the problem?"

SU : "Participation public also is very important. We will involve some experts from University in central or regional, because many products of law also are published by the regional government. So, we will ensure that this program must be led by the first leader; president and vice president. We will be responsible for ensuring harmonization and synchronization which can provide certainty of law, so it can be felt to bring justice, not only for the rich but also to all levels of society. We also want to make sure that the law can present an opportunity to invest in opening up employment opportunities. This is rich country; this is extraordinary country. This is Gemah Ripah Loh Jinawi, it still leaves many problems of employment. The society is difficult to get business opportunities because of uncertainty of law. Under Prabowo Sandi, the law must be upheld, and we must synchronize and create harmony in a short time. Certainty of law will increase investment, employment will be created, welfare will be felt by the community. We are committed that this certainty of law will become the main priorities. Indonesia wins.  Prabowo Sandi; Prosperous fair in 2019 – 2024".

**Analysis:**

The underline sentence above shows the violation of maxim relevance with commissive

function. The statement is not relevance with the question. The meaning of the violation is the speaker promises.

**2ⁿᵈ theme : Human Right**
When SU responded JW's statement about the the equality for disabilities people.
JW : " Since the establishment of disability law in 2016, i see the paradigm for disabilities people has change, previously social donations were generosity which had to be given to them, but now we can see that fulfill of their right is the priority. The government has provided facilities which are friendly to them, even though we're just starting in some cities. Then , regarding to the equality i can give an example in asian paragames, This is the biggest event in Asia. We also give the same gift as the athletes who competing in Asian Games. For example the athletes who getting gold, 1,5 billion, silver, 500 million,bronze, 250 million, we give same as athletes who competed in Asian games. It means we give the equality to people with disabilities".

SU : " Lukman dewantara is a diffable person who inspired us, he is not looking for job, but creating jobs. He is an online business mentor and has hundreds of equality students, so diffable people are not only need equality of access to infrastructure, education, and health but also access to progress in getting opportunities to open up employment opportunities. Prabowo sandi commit to ensure the people with disabilities to fulfill their potential. They are not a burden, they don't need mercy. They need equality in order to create employment opportunities. The opportunities to  get the better live, to make their family become prosperous".

**Analysis:**
The underlined sentence above shows the violation of maxim relevance with commissive function. The statement is not relevance with the question. The meaning of the underline sentence is the speaker promises.

**3ʳᵈ theme : Corruption**
When PS answered the moderator's statement about the strategy to make a bureaucracy free from corruption

Question: "Bureaucracy is the spearhead of the country to fullfill the right of citizens, and revamping the bureaucracy is one of the efforts to eradicate corruption. What is your strategy to make a bureaucracy free from corruption?"

PS: "I often conveyed in public that the factor of the problem is the income of the civil servants and bureaucrats are lacking. Not realistic. If I am the government, I will improve the quality of life of all bureaucrats. Then the question; where is the money from? I will increase the tax ratio which is now at 10 percent, even lower. I will return it to a minimum of a minimum of 16 percent tax ratio. It means we will get maybe at least 60 billion US dollars more. So that, I will improve the salaries of all officials, bureaucrats and all public servants. I think by increasing their salary significantly, improving their quality of life,

guaranteeing their needs. If still corrupt, we must act as hard as we can. Yes, we need to <u>take an example of other countries' actions. We put him wherever, maybe on a desert island. Let him mine sand maybe.</u> So we prove the income. That's what we need. It does not in my mind, the officials which are important job get their income is meager. But after that we watch closely, with all the weapons, instruments, devices that we have. Inspectorate, supervisors. I said the prosecutor, the police, the KPK. We will strengthen the KPK. We will make the KPK in the regions. In the provinces, we will add the KPK budget. The KPK must be an anti-corruption enforcer in the Republic of Indonesia".

**Analysis:**
The underline sentence above shows the violation of maxim quality with assertive function. The statement is less convincing. The meaning of the underline sentence is the speaker gives an opinion.

When PS responded JW's statement about the salary and benefits of civil servant that was sufficient
JW: " I disagree with Pak Prabowo, because we know that our civil servant's salary is enough. With many allowance. In my opinion the important thing is streamline the bureaucracy. Then do merit system, recruit the best sons and daughters of this country through merit system, mutation and promotion according to the competence, integrity, achievement and track record should appropriate . Then, internal and external should be monitored by public or media. I think it is very important, to improve bureaucracy"

PS: "<u>Yes, I think the problem that I have seen and I have learned from many countries is no kinds of things for performance, but the bureaucrats still woried for their future</u>. So it makes them hesitant and can not avoid the temptation from private sector to act outside from the public interest (doing corruption)".

<u>**Analysis**</u>:
The underline sentence above shows the violation of maxim quality with assertive function. The statement is less convincing. The meaning of the underline sentence is the speaker gives an opinion.

**4th theme : terorrism**
When PS answered the moderator's question about the strategy for implementing effective prevention or deradicalization.
Question : " Terrorism and radicalism become threats Therefore, prevention and deradicalization are needed. This is not only for individuals and families who have been affected by terrorism but also the environtment . what is your strategy for implementing an effectiveprevention and deradicalization program?"

PS: "I have told that a lot of terrorism is infiltration from outside, which continues into the country. In my opinion it is the result of injustice, a feeling of despair. They see the bad

treatment. They feel hurt. Thus, they can be influenced by radical ideologies and lead to violence. So, I support for every effort to deradicalize education. Therefore, <u>Prabowo-Sandi, if we become president, we will invest heavily in</u> education, <u>in health. To help the the poorest people. We will help Pesantren, madrassah, teachers and everything that we should have to improve their capacity, their quality of life. Thus, they will be able to influence education sectors and create a good atmosphere, do not despair, do not feel hate, and do not feel hurt"</u>

**Analysis:**
The underline sentence above shows the violation of maxim relevance. The statement is not relevance with the topic. The meaning of the underline sentence is the speaker promises.

**The violation of cooperative principle in maxim relevance and quality,  the function of the violation, and the meaning of violation which done by the candidates 02 is as follows:**

**2nd theme : Human Right**
When JW responded SU's statement about the equality for disabilities people.
SU: "Lukman dewantara is a diffable person who inspired us, he is not looking for job, but creating jobs. He is an online business mentor and has hundreds of equality students, so diffable people are not only need equality of access to infrastructure, education, and health but also access to progress in getting opportunities to open up employment opportunities. Prabowo sandi commit to ensure the people with disabilities to fulfill their potential. They are not a burden, they don't need mercy. They need equality in order to create employment opportunities. The opportunities to  get the better live, to make their family become prosperous".

JW: "<u>Yes, I think the examples which presented by Pak. Sandi are numerous, not only in one but in many fields.</u> The people with disabilities can be equal now. It means we really appreciate all the achievements which they have done and also the results of their work. That's all. What was said by Mr. Sandi is similar to what I have said earlier, this is enough".

**Analysis:**
The underline sentence above shows the violation of maxim quality with assertive function; The speaker was stating without giving an evidence. So it is less convincing. The meaning of the underline sentence is the speaker is boasting.

**CONCLUSION**
Based on the data analysis that has been discussed. Then, the conlusion is the President and Vice President candidate number 01 violated maxim relevance and maxim quality. The function of violation are; commisive and assertive. The meaning of the utterances is promising and giving an opinion. Then, the President and Vice President candidate number 02 violated maxim quality with assertive function. The meaning of the utterances is boasting.

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