

VIOALTION OF MAXIM IN AMERICAN TV SHOW : JIMMY KIMMEL LIVE!

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Abstrak

Sebagai makhluk sosial, manusia perlu berkomunikasi untuk membangun sosialisasi itu sendiri. Komunikasi manusia menggunakan bahasa yang memiliki fungsi sebagai media komunikasi dan komunikasi itu sendiri memiliki arti umum sebagai pemesanan atau penyampaian informasi satu sama lain. Dalam kehidupan sosial, komunikasi muncul dalam bentuk percakapan, sedangkan percakapan itu sendiri dapat dijelaskan sebagai semacam komunikasi di antara dua orang atau lebih untuk berbagi ide, pendapat, informasi, dan perasaan. Tetapi kadang-kadang ada komunikasi yang salah dan kecanggungan terjadi dalam komunikasi terutama dalam percakapan yang menyebabkan komunikasi yang tidak tepat. Kecanggungan dan kesalahan itu terjadi karena salah satu pembicara melakukan pelanggaran. Pelanggaran itu sendiri sering terjadi dalam percakapan formal atau informal yang tidak banyak orang sadari bahwa hal itu dapat menyebabkan komunikasi yang tidak tepat dan tidak informatif.

Dalam hal Linguistik, pelanggaran yang terjadi dalam percakapan adalah bagian dari studi pragmatis terutama dalam maksim pelanggaran kooperatif. Grice (1975: 45-47) menyatakan bahwa percakapan yang baik dapat terjadi jika pembicara menggunakan prinsip kerjasama berbicara dengan cara yang benar. Mengenai masalah komunikasi yang disebabkan oleh pelanggaran dalam percakapan, peneliti memilih salah satu acara bincang-bincang Amerika Jimmy Kimmel Live! yang termasuk tamu yang tidak menyadari bahwa mereka melanggar prinsip kerjasama berbicara dalam percakapan formal sebagai topik penelitian. Tujuan dari penelitian ini adalah untuk mengetahui apa jenis prinsip berbicara yang dilanggar oleh tamu dan alasan di balik pelanggaran itu sendiri. Penelitian ini menggunakan pendekatan kualitatif untuk menjawab pertanyaan penelitian. Pendekatan kualitatif dipilih sebagai metodologi untuk menganalisis temuan data karena merupakan metode yang paling cocok untuk menjawab pertanyaan penelitian. berdasarkan data, dapat dinyatakan bahwa empat jenis pelanggaran pepatah ditemukan yang merupakan fungsi ilokusi dan penciptaan humor adalah alasan mengapa pembicara mengabaikan prinsip kerjasama tersebut tersebut.

Abstract

Key words: *Maxim, Violation of Maxim, Illocutionary function, Talk Show*

As social beings, human need to communicate in order to build socialitation itself. Human communicate using language which has a function as communication media and communication itself has general meaning as ordering or delivering information from one to another In social life, communication appears in term of conversation, while conversation itself can be explained as a kind of communication among two people or more in order to share an idea, opinion, information, and feeling. But sometimes there are misscommunication and awkwardness happen in communication especially in conversation which cause improper communication. Those awkwardness and misscommunication happen because one of the speaker does a violation. The violation itself often founded in formal or informal conversation which not many people realized that it can cause improper and not informative communication.

In terms of Linguistic, the violation which happens in conversation is a part of pragmatic study especially in cooperative violation maxim. Grice (1975:45-47) stated that a good conversation may happen if a speaker uses a cooperative maxim in a right way. Regarding to those communication problem which caused by violation in conversation the researcher choose one of American talk show *Jimmy Kimmel Live!* which include a guests that did not realized that they flouted the maxim while doing communication in formal conversation as a research topic. The aim of this research is to find out what are the types of maxim that flouted by the guest and the reasons behind the violation itself. This research uses qualitative approach to answer the research questions. Qualitative approach is chosen as the methodology to analyse the data findings because it is the most suitable method to answer the research questions of the study. based on the data, it can be stated that the four types of violation of maxim are founded which were the illocutionary function and creating humor are the reasons why speakers flouted those cooperative maxim.

INTRODUCTION

Language is one of the important things in the world, as we know; language consists of a word or a set of

words. Henry Sweet, an English phonetician and language scholar, stated: "Language is the expression of ideas by means of speech-sounds combined into words". The language has a function as communication media which

helps people to communicate between each other. Communication has general meaning as ordering or delivering information from one to another. Moreover, communication is also an important part in social life because if someone cannot communicate, he cannot be a social creature. In social life, communication appears in term of conversation, while conversation itself can be explained as a kind of communication among two people or more in order to share an idea, opinion, information, and feeling. But sometimes there is much of awkwardness that can be found in conversation. That awkwardness happens because one of the speakers does a violation.

In terms of Linguistic, the violation which happens in conversation is a part of pragmatic study especially in cooperative violation maxim. Grice (1975:45-47) stated that a good conversation may happen if a speaker uses a cooperative maxim in a right way. Cooperative maxim includes four kind of conversational maxims such as: Maxim of quantity, Maxim of quality, Maxim of relevance and Maxim of manner. Those four maxims have function as the pale in order to make a right conversation. When one of the speakers makes a violation in a conversation, he/she accidentally violates the cooperative of maxim.

The violation of cooperative maxim happened in many situations. One of those situations is when someone was asked about some information. The violation of maxims could happen if the information are not related, consist of ambiguity and over needed. This study will use a talk show as the source which the researcher can find a violation of maxims because talk show is one of the shows that the host is collecting the information from the guests in whole of the one episode of the talk show itself.

A talk show or chat show is a type of TV programming or radio programming in which one person (or group of people) discusses various themes put forth by a talk show host. There have been many notable talk show hosts; in many cases, the shows have made their hosts famous. In America, we can find many talk shows which are interesting. The fact that many interesting talk shows that we can watch in American TV show can be determined by the percentage of the viewers, one of the talk shows which has many viewers is Jimmy Kimmel live!. This research uses Jimmy Kimmel Live! as the object because Jimmy Kimmel Live! has a unique characteristic such as the host Jimmy Kimmel itself by giving a questions which are weighted. The weighted questions itself are offered by Jimmy Kimmel in an easy and funny way, this is the reason why the audiences and the viewers are not boring. This show also gives us the information of Hollywood stars, athletes and public figure's daily life which are directly informed by the person itself. Since this show is full of informative conversation which is related to the cooperative Grice maxims, the research decided that Jimmy Kimmel Live! is the show which can help to understand the acknowledge of Grice maxims which can appear in the middle of chit-chat which are weighted but enjoyable among host and the guests.

James Christian Kimmel (born November 13, 1967) is an American television host, comedian, writer, and

producer. James Christian Kimmel (born November 13, 1967) is a host, actor, writer and producer for American television. Kimmel began his television career as Ben Stein's comedic counterpart on Win Ben Stein's Money game show, which began airing in 1997 on Comedy Central. In 1999, Kimmel co-hosted (with Adam Carolla) and co-produced (with Daniel Kellison) The Man Show of Comedy Central during his tenure with Win Ben Stein's Money. In 2001, Kimmel left the money of Win Ben Stein, since then he made his own show named Jimmy Kimmel Live. Jimmy Kimmel Live! It's an American late-night talk show that Jimmy Kimmel produced and hosted and broadcast on ABC. Being part of ABC's lead-out plan for Super Bowl XXXVII, the nightly hour-long show made its debut on January 26, 2003. Jimmy Kimmel Live! Is produced in conjunction with ABC Studios by Jackhole Productions. It lasted more than twice as long as either The Dick Cavett Show (1969–1975) or Politically Incorrect (1997–2002), it is the longest-running late-night talk show in ABC's 15-year history, counted as of January 12, 2018. In Jimmy Kimmel Live! Kimmel invited some guests from many kind of social community such as an artist, celebrity, athlete, and etc. In that show, Jimmy Kimmel asks many types of random questions to a guest who attend to the talk show. This research will focus on the interview of the informants or guests which are not native American, The guests will be some foreign people which already became the influencers in their own major.

There are some studies which are discussing about violation of Maxim. There are two studies which are related to this discussion which has the same topic about using Maxim. The first study is *Cooperative Maxim Violation in YES MAN Movie* by Driska Ryan Euclida from State University of Surabaya. This study is qualitative analysis where describing what and how the politeness principle maxims help the speaker while violating cooperative maxim. The study found that in quality and quantity maxim violation in the conversation in the movie also contain approbation and generosity. The second study is *Flouting Maxim in Conversational Implicature in the Ellen Degeneres Talk Show* by Yanthi Monica From State University of Surabaya. This study is using qualitative method. The researcher from this study expects that the audience can get more understanding about the implicatures and the contextual meanings in talk show. Those mentioned studies are descriptive research as they describe their research and finding qualitatively. This study will also use the same method, qualitative method, in order to answer the research questions which are provided in chapter one. Similar to the previous studies, this study will also discuss Maxim. Yet, the difference between this study is by using Euclida's and Monica's studies: Euclida's focuses on conversational analysis, Monica's focuses on implicatures, this study focuses in violation maxims and the reasons why the maxims are flouted using Leech's theory, and the researcher used them to analyze the violation of maxims which appear in Jimmy KimmelLive! show. There are 3 kind of purposed study which are include on this study. 1) To find out what kind of Maxim which is violated in Jimmy Kimmel Live! show. 2) To find out the reason why

the maxim are flouted in Jimmy Kimmel Live! show. 3) To know how the way maxim violation contribute humor in Jimmy Kimmel Live! show.

By reading this study, the readers are more expected to understand about cooperative maxim. This study also has a differentiation between other Grice maxims research because this study focuses on the violation maxim which is used as the purpose of the speakers' answers. This study also picks a non-native America as the informant in order to determine that the violation maxims in English also happen on people who do not use English as their mother tongue. After this study is finished, this study can be used as the reference for the other researcher who wants to do research about Maxims which have the non-native American as the informant. This study wants to explain more detail about the violation of Maxim in formal situation for example in talk show where a host and interlocutors must build an informative and quality conversation. This study also give information about the violation of Maxim especially in active conversation among the host and a guests which is influential person but still flouting the Maxim.

The researcher will discuss violation of maxim in Jimmy Kimmel Live! by taking the sample of three different episodes among Jimmy Kimmel, the host of the show, and random guests. This research also analyzes Jimmy Kimmel responses to his interlocutors which are flouting the maxim. This study only focuses on the maxim which is stated by Grice related to conversation that violated in Jimmy Kimmel Live!.

RESEARCH METHOD

In order to answer the research questions, this chapter provides theoretical framework which is related to this study. This chapter consists of statement and illustration of related theories to this study.

Grice stated that in order to do principle of cooperative, the speaker must obey the four types of conversational Maxim such as maxim of quantity, maxim of quality, maxim of manner and maxim of relevance. From Driska Ryan research, Grace (1975) also stated "make your contribution such as it is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged".

In maxim of quantity the speaker should give an information which is enough, relatively equal, and informative. The information should not be exaggerated and it must fulfill what the interlocutors need. If the information which is given is exaggerated, it will cause a violation of maxim quantity.

From Yanti monica's research, she stated that "make you contribution as informative as is required (for the current purposes of the exchanged) and do not make your contribution more informative than is required". Below is the example of maxim quantity.

A: Did you past your final examination?

B: Yes, I did

The example shows that the speaker gives information which is directly and clearly informative.

In maxim of quality, the speaker must give a factual information, the information must have the conclusive evidence. In this term, the speaker should not give the information that contains a rumor or hoax in order to avoid the violation of maxim quality. From Yanti Monica's research, she stated that "do not say what you believe to be false and do not say that for which you lack adequate evidence". Below is the example of maxim quality.

A: Who is Indonesian President now?

B: Jokowi is Indonesian President nowadays.

The example above explains that the speaker gives an answer which is true according to the fact that Jokowi is Indonesian President nowadays.

In this type of maxim, the speaker must give the information which is clearly, directly, and can be understood. The maxim of manner suggests the speaker to give information that does not contain an ambiguity. When a speaker gives an information which is over needed, it can cause a violation of maxim of manner. Bellow will be the example of maxim manner.

A: Can you open the door?

B: Yes, I can

The example above explains that the speaker answers the question in clear and direct way.

In this maxim, the speaker and interlocutor must keep the topic connected. The important part from this term is the topic must be in line. One of those speakers who turn the conversation out of the topic will be flout the maxim of relation. Below is the explanation of maxim of relation.

A: Lionel Messi is the best football player in the world

B: Yes, he is doing great things in football

The example show that both of the speakers keep the topic connected one to each other.

In conversation the speakers also do a mistake. The communication between two people often causes a misunderstanding. This misunderstanding is the effect of violation in a maxim. When speaker flouts a maxim, the purpose of that conversation itself cannot be fulfill.

As explained before that maxim quantity must be enough, specific and clear, it means that a speaker who gives the excessive information can be assumed as a

violator of Maxim quantity. The explanation below provides an example of violation in maxim of quantity.

A: Why did not you come to campus yesterday?

B: Yesterday I went to Hospital and bought some medicines.

From the example above, speaker B answers the question in excessive way. The conversation will be appropriate with the maxim of quantity if speaker B obeys the Maxim of quantity by giving an answer that is specific and clear such as "I was sick yesterday".

The violation of maxim quality can happen if the speaker gives an information which is not accordance with the fact itself. This violation of maxim can cause the interlocutor receive a hoax information.

A: How much does your jeans cost?

B: This jeans costs around thirty dollar

From the conversation above speaker B answers the question by saying the price "around thirty dollar". The word *around* from conversation above is the cause that makes the speaker did a violation of maxim of quality. Speaker B can avoid the violation if he/she mentions the specific price of the jeans.

Maxim of manner means that the speaker must be directly in giving information. In term of maxim of manner, speaker does not need to give information which is over needed. The information also should not contain the ambiguity. When the speaker flouts the maxim of manner, he gives information that is over needed and contain of ambiguity which make the purpose of that conversation cannot be achieved.

A: Can you close the door?

B: If I close the door this room will be dark.

The example above shows that speaker B gives an answer which contains the ambiguity and over needed information. Speaker B can avoid a maxim of manner violation by giving an answer which is directly, clearly and straightforward to speaker A, such as "Yes I can".

The violation of maxim of relation can happen if one of speaker or interlocutor are discussing a thing out of the topic. This violation is the effect of unrelated purpose between the information and the conversation topic. The example below will describe more detail about violation of maxim manner.

A: World cup this year will be held in Russia and it will be a Football biggest event in this year.

B: Well, I think Lebron James is very talented Basketball player.

The example shows that speaker B flouts a maxim of manner by turning the Football conversation topic into another sport conversation topic.

Dealing with reasons for maxim flouting, as Leech and Thomas remark via Mey in 2001:78, people can flout or intentionally break one of conversational maxims to lead the listener to find a hidden meaning. In his book, he explains some illocutionary functions of saying something with some hidden meanings in order to act politely in front of the others (Leech, 1983:104). These illocutionary functions become the reasons for maxim flouting, they are competitive, convivial, collaborative, and conflictive.

Competitive was a function that the illocutionary goal competes with the social goal. Competitive aims in competing with the social purposes, such as ordering, asking, demanding, and begging. It is intended to produce some effects through action by the hearer. For instance, "I ask your cookies".

Convivial was the function in which the illocutionary goal coincides with the social goal. Convivial aims in compliance with the social purposes, for instance offering, inviting, greeting, thanking and congratulating. Such as, "Do you want these cookies?"

Collaborative was the function that the illocutionary goal was indifferent to the social goal. Collaborative aims to ignore the social purposes as like asserting, reporting, announcing, and instructing. It commits the speaker to the truth of the expressed proposition. For instance, "I like this book".

Conflictive was the function that the illocutionary goal conflicts with the social goal. Conflictive aims to conflict and against the social purposes. Such as threatening, accusing, and reprimanding. If you say again "I will say to your father".

This research was designed as a descriptive research. This study uses descriptive qualitative research design because it is limited to analyze and describe the flouting maxim on Jimmy Kimmel Live. Strauss and Corbin stated that qualitative study is any research method that produces results that have not been identified by statistics or other quantification procedures (1998:11).

The data were utterances of Jimmy Kimmel and the guest stars. The researcher transcribed the utterances into text form. This study chose three videos of Jimmy Kimmel Live talk show when he was interviewing the guest stars, such as Zlatan Ibrahimovic and Sofia Vergara. The researcher chose these people because they are nonnative Americans which have their own accent while they are doing a conversation. Thus, it made the conversation more unique.

The research instrument in collecting data was the researcher himself. In this study the researcher acted as documentator who collected and analyzed the data

which were in form of utterances. There were some devices used by the researcher in this study, such as, or Laptop, notebook, Wi-Fi connection, and pen.

This study used these steps for collecting the data such as:

1. Downloaded the videos
2. Watched Jimmy Kimmel Live show

The researchers watched Jimmy Kimmel Live from the beginning until the end of the show. While watching the researcher tried to understand the conversation topic between Jimmy Kimmel and the guests.

3. Transcribing the data

The researcher also transcribed the dialogue between Jimmy Kimmel and the guests into text using a pen and notebook.

4. Classified the data

The researcher read the data and classified the data based on Grice's theory about cooperative maxim and flouting maxim.

5. Note Taking

The researcher took a note in order to make it easier to find the flouting maxim appeared in the interview dialogue.

The analysis of qualitative data is composed by three simultaneous flows of activity according to Miles and Hubermann (1994): data reduction, display of data and conclusion drawing / verification.

The data reduction below is the example of conversations between Jimmy Kimmel and Zlatan Ibrahimovic as one of the guest stars.

FULL CONVERSATION	¹ DATA REDUCTION
<p>Jimmy: you have a lot of nicknames, I was reading through a bunch of your nicknames. Which one do you like?</p> <p>Zlatan: I mean my name in Balkan Language means "gold" so I would prefer that. But I know people have difficulties to pronounce it. So the somebody was like, Ibra, so people call me Ibla.</p> <p>Jimmy: that's not a great name, now its the lion, lion is good but snoop dog already has lion, i think you have to consider what's taken and what isn't, you could get sued, who knows what could happen here. I have a nick name idea for you, the swedish fish. Everyone loves swedish fish here. I don't know if youre aware of this.</p> <p>Zlatan: I like something more powerfull</p> <p>Jimmy: more powerful?</p> <p>Zlatan: yeah</p>	<p>Jimmy: you have a lot of nickname, I was reading through a bunch of your nicknames. Which one do you like?</p> <p>Zlatan: I mean my name in Balkan Language means "gold" so I would prefer that. But I know people have difficulties to pronounce it. So the somebody was like, Ibra, so people call me Ibla.</p> <p>²</p>

Jimmy: there is nothing more PC powerfull than the swedish fish.

To answer RQ1 : The researcher used dialogue script as data display, in which Maxim violation in that dialogue was signed by bold letter, such as:

Jimmy : you have a lot of nickname, I was reading through a bunch of your nicknames. Which one do you like?

Zlatan : **I mean my name in Balkan Language means "gold" so I would prefer that. But I know people have difficulties to pronounce it. So the somebody was like, Ibra, so people call me Ibla.**

This data display also made researcher feel easy to find and answer for the first research question in chapter one.

To answer RQ2 : The researcher also used dialog script as data display and used supporting illocutionary function theory by Lech to find the reason why the maxims were flouted.

Jimmy Kimmel : oh... now Joe, have you brought Joe to Columbia, has he been back with you?

Sofia Vergara : **no not yet, you know that two times that I've been since I meet him was like four years, I went to film like a commercial and then went for a funeral and it was like the one was work and the other was yeah you know not pleasure either, so I couldn't take him because it was like fast.**

To answer RQ3 : The researcher identified how the violation maxim created humor in Jimmy Kimmel live!

Jimmy Kimmel : Why do you say thank God?

Sofia Vergara : **eh.... you know sometimes is good to have a secret (audiences laugh)**

After the data was reduced and obtained, the writer could find the conclusion of three research questions that had been mentioned by using Grice's theory of flouting maxim and Lech theory. The dialog table was very helpful for the researcher in order to identify the conversation between the guests and the host which contained the answers of RQ1, RQ2, and RQ3.

In research question 1, the researcher determined the types of maxim which were flouted in Jimmy Kimmel live! using Grice theory about maxim from the beginning of the conversation untill the end of the conversation.

RQ 1 : the researcher found that Zlatan Ibrahimovic flouted the maxim of relation. According to Grice, **the maxim of relation** is where the speaker tries to be relevant, and giving the informations that are related to the discussion topic. It means the speakers are not aware of saying something which is not related with the question.

Jimmy : you have a lot of nickname, I was reading through a bunch of your nicknames. Which one do you like

Zlatan : I mean my name in balkan language means “ gold “ so I would prefer that. **But I know people have difficulties to pronounce it. So somebody was like, Ibra, so people call me Ibla.**

This situation happened when Zlatan was asked about his nickname by Jimmy Kimmel because he had a lot of nicknames. The question was “ which nickname he like the most”, but when he answered the question, he also explained about the pronunciation of his name which was not too important and not related to the question. This irregularities is the violation of **maxim relation** based on Grice theory . In the other hand the researcher assumes that Zlatan also flouted **the maxim of quantity** because he also answered the question by giving the over needed answer.

In research question 2, the researcher analyzed the reason why the maxims were flouted based on the data on the table which were already found by using Lech illocutionary function.

Jimmy Kimmel : oh... now Joe, have you brought Joe to Columbia, has he been back with you?

Sofia Vergara : **no not yet, you know that two times that I've been since I meet him was like four years, I went to film like a commercial and then went for a funeral and it was like the one was work and the other was yeah you know not pleasure either, so I couldn't take him because it was like fast.**

This situation happened when Sofia Vergara was asked by Jimmy Kimmel about her husband who never visited Columbia. In order to answer RQ 2 the researcher found out that Sofia flouted **the maxim of quantity** because she answered the question by giving over needed information. The researcher also determined the reason why Sofia flouted the maxim using Lech illocutionary function.

Sofia flouted the maxim because she wanted to assert the reason why Joe never visited Columbia by giving over needed information which included the assertion itself. According to Lech illocutionary function, Sofia Vergara has an illocutionary goal called **Collaborative** because she gave the assertion to Jimmy Kimmel about the reasons why her husband never visited Columbia.

In research question 3, the researcher described how humor which was created by using violation of maxims contributed to the show by using one of the data on the table.

<p>Jimmy Kimmel : oh hemmm..I got it. Does he speak Spanish?</p> <p>Sofia Vergara : no! he doesn't, thank God.</p> <p>Jimmy Kimmel : Why do you say thank God?</p> <p>Sofia Vergara : eh.... you know sometimes is good to have a secret</p> <p>(audiences laugh)</p>

The table above concludes a conversation when the researcher found out that the guest flouted the maxim in order to create humor. The guest as known as Sofia

vergara flouted the maxim of quality by not giving the factual information. The guest seems like avoiding the question by answering “ **eh....you know sometimes is good to have a secret**” and from that answer the guest completely made an irrelevant situation which made the audiences laughed.

RESULT AND DISCUSSION

According to Paul Grice there are four kinds of maxims such as **The maxim of quantity**, where the speaker tries to be informative as can as possible, and gives an information as much as needed and no more. **The maxim of quality**, where the speaker tries to be truthful, and does not give wrong information or that is not supported by strong evidence. **The maxim of relation**, where the speaker tries to be relevant, and giving the informations that are related to the discussion topic. **The maxim of manner**, when the speaker tries to be as clear, as brief, and as orderly as can. The speaker also must avoids obscurity and ambiguity.

In this result part the researcher will provide data which can be used to determine the maxims that already flouted. After finding the maxims which are flouted, the research will continue analyze the reason why the the speakers flouted the maxims. After that the researcher continues to find the answer of research question three “How can the use of maxim violation create humor on that show”.

This section will serve the types of maxim violation found by the researcher. The researcher also transcribed the data from the videos into text in order to make this research easier. The researcher will present the findings of maxim violation bellow.

Datum 1

Full Data	Data Reduction
<p>Jimmy Kimmel : you're engaged last summer and now you're married</p> <p>Sofia Vergara : how I'm married, happy to married.</p> <p>Jimmy Kimmel : oh... now Joe, have you brought Joe to Columbia, has he been back with you?</p> <p>Sofia Vergara : no not yet, you know that two times that I've been since I meet him was like four years, I went to film like a commercial and then went for a funeral and it was like the one was work and the other was yeah you know not</p>	<p>Jimmy Kimmel : oh... now Joe, have you brought Joe to Columbia, has he been back with you?</p> <p>Sofia Vergara : no not yet, you know that two times that I've been since I meet him was like four years, I went to film like a commercial and then went for a funeral and it was like the one was work and the other was yeah you know not pleasure either, so I couldn't take him because it was like fast.</p>

<p>pleasure either, so I couldn't take him because it was like fast.</p> <p>Jimmy Kimmel : oh hemmm..I got it. Does he speak spanish?</p> <p>Sofia Vergara : no! he doesn't, thank God.</p> <p>Jimmy Kimmel : Why do you say thank God?</p> <p>Sofia Vergara : eh.... you know sometimes is good to have a secret (audiences laugh)</p> <p>Jimmy Kimmel : are you superficial person?</p>	
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From datum 1 above the researcher find that Sofia Vergara flouting the maxim of quantity. According to Grice **the maxim of quantity**, where the speaker tries to be informative as can as possible, and gives an information as much as needed and no more. It is mean the speaker must answer the question as much as the interlocutors needed, but on the data 1 researcher found the maxim quantity was flouted by Sofia Vergara as a guest in Jimmy Kimmel Live!.

This situation happened when Jimmy and Sofia was talking about the marriage of Sofia and Joe. Sofia is Columbian that is why Jimmy were asking about "did Sofia ever brought Joe to her country?" and Sofia directly answering with explanations which are very over needed **"no not yet, you know that two times that I've been since I meet him was like four years, i went to film like a commercial and then went for a funeral and it was like the one was work and the other was yeah you know not pleasure either, so i could'nt take him because it was like fast"**. From the information above the Researcher assumes that Sofia Vergara brightly flouted the main rule of **maxim quantity**.

Datum 2

Full Data	Data Reduction
<p>Jimmy : you have a lot of nickname, I was reading through a bunch of your nicknames. Which one do you like</p> <p>Zlatan : I mean my name in balkan language means " gold " so I would prefer that. But I know people have difficulties to pronounce it. So somebody was like, Ibra, so people call</p>	<p>Jimmy : you have a lot of nickname, I was reading through a bunch of your nicknames. Which one do you like</p> <p>Zlatan : I mean my name in balkan language means " gold " so I would prefer that. But i know people have difficulties to pronounce it. So somebody was like,</p>

<p>me Ibla.</p> <p>Jimmy : thats not a great name, now its the lion, lion is good but snoop dog already has lion, I think you have to consider whats taken and what isn't, you could get sued, who knows what could happen here. I have nick name idea for you, the swedish fish. Everybody loves swedish fish here. I don't know if you're aware of this .</p> <p>Zlatan : I like something more powerfull</p> <p>Jimmy : more powerful ?</p> <p>Zlatan : yeah</p> <p>Jimmy : there is nothing more powerful than the swedish fish. (audiences laugh)</p>	<p>Ibra, so people call me Ibla.</p>
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From the datum 2 above the researcher find that Zlatan Ibrahimovic flouted the maxim of quantity. According to Grice **the maxim of quantity** is where the speaker tries to be informative as can as possible, and gives an information as much as needed and no more. Its mean the speaker must answer the question as much as the interlocutors needed, but on the datum above the researcher found that one of the conversation between Jimmy Kimel and Zlatan Ibrahimovic contained a violation of maxim quantity which will be serve below.

According to data reduction above, Zlatan was spotted flouted the maxim of quantity because when the researcher analyzed the answer of Zlatan, the researcher found that Zlatan gave a non-informative and overneeded answer which have a contradiction with the rule of **maxim quantity**. Zlatan was asked about **" which nickname he like the most?"** but he answering the question with an overneeded explanation **"I mean my name in balkan language means " gold " so I would prefer that. But I know people have difficulties to pronounce it. So somebody was like, Ibra, so people call me Ibla"**. He answer the question by giving a meaning of his name and continue it with an overneeded explanation which can be claim as a strong evidence of **violation of maxim quantity**.

Datum 3

Full Data	Data Reduction
<p>Jimmy : you have a lot of nickname, I was reading through a bunch of your</p>	<p>Jimmy : you have a lot of nickname, I was reading through a bunch of your</p>

<p>nicknames. Which one do you like</p> <p>Zlatan : I mean my name in balkan language means “ gold “ so I would prefer that. But I know people have difficulties to pronounce it. So somebody was like, Ibra, so people call me Ibla.</p> <p>Jimmy : thats not a great name, now its the lion, lion is good but snoop dog already has lion, I think you have to consider whats taken and what isn't, you could get sued, who knows what could happen here. I have nick name idea for you, the swedish fish. Everybody loves swedish fish here. I dont know if youre aware of this .</p> <p>Zlatan : I like something more powerfull</p> <p>Jimmy : more powerfull ?</p> <p>Zlatan : yeah</p> <p>Jimmy : there is nothing more powerfull than the swedish fish. (audiences laugh)</p>	<p>nicknames. Which one do you like</p> <p>Zlatan : I mean my name in balkan language means “ gold “ so I would prefer that. But i know people have difficulties to pronounce it. So somebody was like, Ibra, so people call me Ibla.</p>	<p>Jimmy Kimmel : oh... now Joe, have you brought Joe to Columbia, has he been back with you?</p> <p>Sofia Vergara : no not yet, you know that two times that I've been since I meet him was like four years, I went to film like a commercial and then went for a funeral and it was like the one was work and the other was yeah you know not pleasure either, so I couldn't take him because it was like fast.</p> <p>Jimmy Kimmel : oh hemmm..I got it. Does he speak spanish?</p> <p>Sofia Vergara : no! he doesn't, thank God.</p> <p>Jimmy Kimmel : Why do you say thank God?</p> <p>Sofia Vergara : eh.... you know sometimes is good to have a secret (audiences laugh)</p> <p>Jimmy Kimmel : are you superfcies person?</p>	<p>Jimmy Kimmel : oh hemmm..I got it. Does he speak spanish?</p> <p>Sofia Vergara : no! he doesn't, thank God.</p> <p>Jimmy Kimmel : Why do you say thank God?</p> <p>Sofia Vergara : eh.... you know sometimes is good to have a secret (audiences laugh)</p>
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From the datum 3 above, the researcher find that Zlatan Ibrahimovic flouted the maxim of relation. According to Grice **the maxim of relation** is where the speaker tries to be relevant, and giving the informations that are related to the discussion topic.. It is mean the speaker do not aware to say something which not related with the question.

This situation happened when Zlatan was asked about his nickname by Jimmy Kimmel because he has a lot of nickname. The question is “ which nickname he like the most” but when he answered the question, he also explain about the pronunciation of his name “**But I know people have difficulties to pronounce it. So somebody was like, Ibra, so people call me Ibla**”. which is not too important and not related to the question, this irregularities is the violation of **maxim relation** based on Grice theory.

Datum 4

3	Full Data	4	Data Reduction
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From datum 4 above the researcher found that Sofia Vergara flouted Maxim of quality. According to Grice theory **maxim quality** is where the speaker must give a factual information, The information must have the conclusive evidence. The data reduction bellow was taken from the datum 4 which contain of conversation between Sofia Vergara and Jimmy Kimel where Sofia Vergara spotted flouted **the maxim of quality**.

The researcher determined that from the data above the guests as known as Sofia Vergara answered the question about “*does his husband speak spanish?*”. She answered the question by giving a confused information “*no! he doesn't, thank God*”. After listening to the answer the host which known as Jimmy Kimel feel confused and continue to ask “*why do you say thank god?*” but Sofia still answer the question without conclusive evidence “*eh.... you know sometimes is good to have a secret*”. From the previous explanation the researcher believed that Sofia flouted the **maxim of quality** because she did not giving a conclusive evidence of the question “*why do you say thank god*” which made she brightly breaking the rule of **maxim quantity**.

Datum 5

Data	Data Reduction
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<p>Zlatan : I mean my name in balkan language means “ gold “ so I would prefer that. But I know people have difficulties to pronounce it. So somebody was like, Ibra, so people call me Ibra.</p> <p>Jimmy : thats not a great name, now its the lion, lion is good but snoop dog already has lion, I think you have to consider whats taken and what isn't, you could get sued, who knows what could happen here. I have nick name idea for you, the swedish fish. Everybody loves swedish fish here. I dont know if youre aware of this .</p> <p>Zlatan : I like something more powerfull</p> <p>Jimmy : more powerfull ?</p> <p>Zlatan : yeah</p> <p>Jimmy : there is nothing more powerfull than the swedish fish. (audiences laugh)</p> <p>Jimmy : more powerfull ?</p> <p>Zlatan : yeah</p> <p>Jimmy : there is nothing more powerfull than the swedish fish. (audiences laugh)</p>	<p>Jimmy : thats not a great name, now its the lion, lion is good but snoop dog already has lion, I think you have to consider whats taken and what isn't, you could get sued, who knows what could happen here. I have nick name idea for you, the swedish fish. Everybody loves swedish fish here. I dont know if youre aware of this .</p> <p>Zlatan : I like something more powerfull</p> <p>Jimmy : more powerfull ?</p> <p>Zlatan : yeah</p> <p>Jimmy : there is nothing more powerfull than the swedish fish. (audiences laugh)</p>
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From datum 5 above the researcher believed that the host flouted **maxim of manner**. the datum was taken from conversation between Zlatan Ibrahimovic as guest and Jimmy Kimmel as a host. The topic of that conversation was about Zlatan's nickname. After explaining information about his nickname, Zlatan recieved a sugesstion from Jimmy Kimmel. Jimmy sugesst a nickname called “Swedish fish” which contained an ambiguity. The Swedish fish which was suggest contained an ambiguity because it could be a fish which came from Sweden or an American popular candy which named as “ Swedish fish”. From the previous explanation the researcher finally found out an evidence that Jimmy Kimmel as a host flouted the maxim of manner.

This sub-chapter will provide the reasons behind a violation of maxim. this sub-chapter will serves two sections which representing two types of reason behind violation of maxim. the first section will give a short explanation about violation of maxim as an ilocutionary goal and the second section will give a short explanation about violation of maxim in order to create humor.

From **datum 1** the researcher classified reduction of the data which contained a violation of maxim. In order to find the reasons why the guest flouted the maxim, the researcher will use Leech illocutionary function to analyzing why Sofia Vergara flouted the maxim on the conversation from datum 1 above. According to Leech illocutionary function theory, Sofia has a purpose or goals on her answer itself. The purpose of the answer itself is to assert the reason why her husband never visited Columbia. The answer which was given by Sofia Vergara is contradictive with a Grice's maxim of quantity because it conclude the overneeded information. The overneeded information has a goal or purpose and it can be called as Collaborative illocutionary function, which is known as one of Leech illocutionary function. Collaborative function mean the speaker has a purpose to asserting, announcing and instructing his or her statement which is delivered to interlocutor.

From **datum 2 and 3** the researcher found out that the guest, Zlatan Ibrahimovic, had a goal by giving an exaggerated information which made him flouted the maxim of quantity. The guest was asked about which nickname he prefer or like the most. However, in **datum 2** the guest turns out flouted the maxim by giving an explanation about how to pronounce that name which is exaggerated and not related with the question. The researcher finally determined that the guest had an illocutionary goal based on Leech illocutionary function. The guest wanted to assert that it was hard to pronounce his name. This illocutionary goal can be called as Collaborative illocutionary goal according to Leech illocutionary function theory. Also in **datum 3** the researcher believed that the guest had a goal by flouting maxim of relation. The guest has an illocutionary goal which is called as Collaborative illocutionary goal. The explanation of why the guest flouted the maxim of relation is the same with previous explanation about why Zlatan Ibrahimovic flouted the maxim of quantity. The similarity came from one data reduction, because Zlatan was flouted two kind of maxim such as maxim of quantity and maxim of relation in the same time in order to achieve his Collaborative illocutionary goal by asserting how to pronounce his name properly and asserting the meaning of his name .

From **datum 4** the research believed that Sofia Vergara has a goal by doing a violation of maxim quality. The researcher determine that Sofia flouted the maxim of quality in order to create humor. According to data reduction from datum 4, when she was asked about “*why she said thank god when her husband dont understand spanish*” she directly inform that “*it is god to have a secret*” which brightly break the premis from a question given by the host. The audiences were laughing at the answer because it was unexpected answer. The previous explanation can be a strong evidence of violation of maxim quality in order to create humor by Sofia vergara

From **datum 5** the researcher believed that Jimmy Kimmel as a host has a goal by doing violation of maxim. The researcher determined that Jimmy Kimmel flouted maxim of manner in order to create humor. From data reduction on datum 5, Jimmy Kimmel suggested an

ambiguity nickname “swedish fish” to a guest. The researcher found out it was a humor because Zlatan needed a nickname which is powerful but Jimmy Kimmel suggested a nickname “Swedish fish” which is known as one of popular american candies.

On this section the researcher will answer the research question 3 “how violation of maxim contributes to humor on Jimmy Kimmel Live!”. The researcher will use grice maxim theory to find out a humor which is created using violation of maxim.

From **datum 4**, the data reduction was already classified as the conversation that contained humor which was created by violation of maxim. On datum 4 table, the guest known as Sofia Vergara spotted that she flouted maxim of quality by giving a non factual answer. She seemed like avoiding the question given by Jimmy Kimmel by answering “**eh....you know sometimes is good to have a secret**”. When she answered the question, the audiences suddenly laugh because the answer was contradictive and unexpected. It also created an irrelevant situation because the audiences and the host was expected to have serious answer but when Sofia answered the question without a serious answer, she brightly broke the expectation of audiences and the host. On the other words Sofia created a humor by answering a serious question using not serious answer. The researcher assumed that not-serious answer given by Sofia Vergara contained a non factual information which was contradictive with the rules of maxim quality.

From **datum 5**, the researcher already classified the data reduction which contain violation of maxim. The data reduction was taken from a conversation between the guest known as Zlatan Ibrahimovic, and Jimmy Kimmel. The conversation was about which nick name Zlatan would prefer the most. The type of violation of maxim which were found out by the researcher was violation maxim of manner. The host seemed like having a purpose to make the funny conversation by flouted the maxim. The fact that this conversation contained of violation of maxim is when the host said that he would prefer Swedish fish as Zlatan Ibrahimovic nickname instead of Lion, because everyone there loves Swedish fish. The information given by Jimmy Kimmel contained of ambiguity because Swedish fish that already mention in that conversation can be the name of American favourite candy, not the Fish that came from Sweden. The audiences on Jimmy Kimmel were laughing when they heard “Swedish fish” because the majority of the audiences are American, so the only thing that will come to their mind when they hear about Swedish fish is name of American popular candy. From the previous information, the researcher determine that there is violation of maxim of manner in order to create humor.

After analyzing the data on the previous sub-chapter, this sub-chapter will provide the summary of the result itself which is connected with the theory of Grice’s maxim and Leech illocutionary function theory. Each section of this chapter will focus on relation between the explanation of research question and the theory of maxim and illocutionary function. According to Grice there are

four types of maxim such as ; maxim of quality, maxim of quantity, maxim of relation and maxim of manner. In order to answer research question number 1 the researcher used Grice’s maxim theory to find a maxims flouted by the speakers on Jimmy Kimmel Live!. Maxim can be flouted if the speaker violated the rules. After analyzing the data, the researcher determined that all types of maxim violation can be found on the data. Here are the findings of maxim violation from datum 1 to datum 5.

No	Types of Violation Maxim	Present
1	Quality	
2	Quantity	✓
3	Relation	✓
4	Manner	✓

According to Grice violation of maxim, the researcher believe that maxim of quantity, maxim of quality, maxim of relation and maxim of manner are the types of maxim which were flouted by speaker and interlocutor known as Sofia Vergara, Zlatan Ibrahimovic and Jimmy Kimmel. The maxim of quantity was flouted by Sofia Vergara because she broke the rule of maxim of quantity by giving exaggerated information. The violation of maxim quantity by Sofia vergara can be avoid if she answer the question using “yes or no”. In addition, Zlatan Ibrahimovic flouted the maxim of relation since he broke the rule of maxim relation by giving irrelevant and not important information which was categorized as violation of maxim relation. The violation of maxim relation by Zlatan Ibrahimovic also can be avoid if he only give on point answer such as “ I prefer Ibra as my nickname”. After Zlatan flouted the maxim of relation, he also flouted the maxim of quantity because he gave an exaggerated information such as an explanation about how to pronounce his name which can be classified as violation of maxim quantity. Zlatan can avoid the violation of maxim quantity by not offering an exaggerated answer which contained of how to pronounce his name. The violation of maxim quality was spotted on the conversation between Jimmy Kimmel and Sofia Vergara as stated in datum 4. Sofia as a speaker can avoid the violation by giving a factual information such as “ *because I don’t want him to understand my language*”. The last violation maxim which was found is violation maxim of manner in datum 5. Datum 5 consists of ambiguity which can be classified as a strong evidence of violation of maxim manner. The host can avoid the violation of maxim manner if he suggests another nickname which does not contain of an ambiguity. From the previous explanations the researcher determine that in order to create the informative and communicative conversation, the speaker and interlocutor had to stick into the rule of maxim itself according to Grice (1975:45), “*Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged*”.

The researcher believes that the maxims which were flouted by the speakers had goal or purpose. To find out what the reasons behind violation of maxim, the

researcher used Leech illocutionary function and Grice's maxim theory which were related and useable in order to find the research question number 2.

The researcher believes that there are two kinds of reasons why the speakers on Jimmy Kimmel Live! flouted the maxim. The first reason why the speakers flouting the maxim is because they had an illocutionary goal. The illocutionary goal itself is a theory stated by Leech and also the only supporting theory which was used by the researcher to find reasons behind the violation of maxim on Jimmy Kimmel Live!. The table below will show the types of illocutionary goal which contained the reasons behind the violation of maxim on Jimmy Kimmel Live!.

No	Leech illocutionary goal	Present
1	Competitive	-
2	Convivial	-
3	Collaborative	✓
4	Conflictive	-

After analysing the data, the researcher connected the result with Leech's theory. According to Leech illocutionary function theory, the researcher found that the reason of maxim violation was only the collaborative function. On datum 1, the conversation between Sofia Vergara as a guest and Jimmy Kimmel as a host was about why her husband never visited Columbia. Sofia answered the question while explaining overneeded information and giving the assertion about why her husband never visited Columbia which is classified as violation of maxim quantity in order to achieve Collaborative illocutionary goal. Same issues were found on datum 2 and datum 3 which included a conversation between Zlatan Ibrahimovic and Jimmy Kimmel. The conversation was about which nick name Zlatan like the most. On that situation Zlatan directly answered the question by giving an irrelevant information and overneeded information in order to assert and explain what the meaning of his name and how to spell his name. That was classified as violation maxim of quality and violation maxim of relation. Those two maxim violations aim to achieve collaborative illocutionary goal (Leech, 1983:104 and Grice, 1975). The collaborative illocutionary goal became the only type of illocutionary goal behind the violation of maxims found by the researcher on datum 1, datum 2, and datum 3 because those violation of maxims only contained an asserting statement which was classified as one of collaborative illocutionary goal requirement. The researcher finally determined that by flouted the maxims, speakers have purpose to explain or describe something to the listener. According to Leech and Thomas remark via Mey, they notes that *"people can flout or intentionally break one of conversational maxims to lead the listener to find a hidden meaning (2001:78)"*. The researcher also believes that the absence of other types of illocutionary goal in this study was because the researcher can not find requirements of another illocutionary function which were possible to cause the violation of maxim. It might be found in other conversation or other talkshow depends on

varieties of the question, the speakers and interlocutors themselves.

The second reasons why the speakers flouted the maxim is to create humor. The researcher believes that the violation of maxims such as maxim quality and manner were involved in the process of creating humor on Jimmy Kimmel Live!. According to datum 4 and 5 the researcher found that after those violations happened the audiences laughed which was classified as humor on that show. This audience response made a difference between the previous violation maxims on datum 1, datum 2 and datum 3 which were categorized as a formal conversation.

This section chapter will provide the discussion about how violation of maxim creates humor on Jimmy Kimmel Live!. The violation itself has an intentional element in order to create humor. According to Grice, he notes that by *"violation one of the maxims the speaker will be liable to mislead (1975:49)"*. Moreover, Grice states that a violation of maxim can happen if the speakers break the rule of maxim itself. On datum 4, the guest known as Sofia Vergara answered the question by giving infactual information which was classified as violation of maxim quality. The violation of maxim quality created the strange situation which made the audiences laughed. Thus, the researcher finally noticed that Sofia Vergara as a guest successfully made a humor by violating maxim of quality. On datum, the researcher finally determined that the host also flouted the maxim, that is maxim of manner. Jimmy Kimmel as a host flouted maxim of manner because he did it on purpose to create humor. This situation happened when he gave a suggestion for Zlatan's nickname. His suggestion invited laughter because he gave an ambiguity information between Swedish fish as *"American famous candy"* and Swedish fish that has literally meaning *"a fish from Sweden"*. The other violation of maxims such as quantity and relation do not cause or contribute humor because when those maxims were flouted the speakers did not have intention or purpose to create humor and the speakers also did not try to avoid the question by giving a not serious answer. However, the previous violation of maxims appear when the speakers try to explain something to listener which categorized as Leech illocutionary function.

The purpose of this study is to identify violation of Maxim on American TV show : Jimmy Kimmel Live!. based on result and discussion in chapter 4, some conclusion are made related to the research question and objectives of this research, as follows:

The first research question discusses about the types of violation of maxims which found on Jimmy Kimmel Live!. From datum 1,2,3,4,5, the researcher found that the four types of Grice's Maxim such as maxim of quantity, maxim of relation, maxim of quality and maxim of manner were flouted on those five data.

Second, the researcher found that those four maxims which were flouted had purpose and reasons behind those violation. The first reason is the violation of maxims to achieve illocutionary goal according to Leech and Thomas remark via Mey, they notes that *"people can flout or intentionally break one of conversational maxims to lead the listener to find a hidden meaning (2001:78)"*.

The illocutionary goal which was found on datum 1,2,3 is Collaborative illocutionary goal because those datum are contain an assertion statement which classified as Collaborative illocutionary requirement. The second reason is the violation of maxims to create humor. The researcher found that the violation of maxim on datum 4 and 5 were contained humor because on those datum, the speakers had intention to give an ambiguity and unexpected information which classified as violation maxim in order to make audiences laugh.

Third, the researcher found that those violation of maxims can contribute a humor which were created on Jimmy Kimmel Live!. On datum 4 and 5 which contain violation of maxim quality and manner, the research found that by giving an information which contradictive with the requirement of maxim quality and maxim manner the speakers can created humor which easily invite laughter from the audiences.

All in all, the all violation of Grice's maxim were found on all of the data which used by the researcher. The violation of those maxims itself had two kind of functions. The first is to achieve illocutionary goal and the second is to create humor.

It is highly suggested that this study can be relevant study to the pragmatics field specifically on the violation of maxims. The researcher expects that the further research will be able to do a field research in order to dig more complex data since the data in this study are in the forms of talk show video which has it own limitation. The researcher also hopes that this study can inspire another researcher to find out more about the illocutionary function behind the violation of maxims.

The researcher expect that this study can help another researcher to go deeper in violation of maxim and the reason behind those violations in order to find out the complex understanding to the violation of maxims itself. Moreover, researcher think that this study can help every reader to understand and find out more about the rules of violation maxim in order to create an informative and communicative conversation.

Last but no least, the researcher has high expectation that this study could become the guidance for working field. The researcher hopes that this linguistic study will encourage the reader to apply linguistic knowledge to deal with real life situation.

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