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**THE TYPES OF FLOUTING MAXIM BY
GOVERNOR CANDIDATES OF NORTH SUMATERA
IN ELECTION DEBATE 2018**

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ABSTRACT

The objective of this study is to explain the reason of flouting maxim used by governor candidates of North Sumatera in election debate 2018. The research methodology used in the research is qualitative research design. The data were analyzed by using interactive model of qualitative data management and analysis namely data collection, data condensation, data display and verification and conclusion. The findings of this study revealed that the reasons reason for flouting maxim because the candidates gave implicitly response to hearer in their response. Each candidate gave the implied meaning in their response because candidates knew that they were as a rival in this debate in order to get a chance as a Governor in North Sumatera.

Keywords: Debate, Governor Candidates, Flouting Maxim.

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INTRODUCTION

Human life always relates to communication and interaction in daily activity, communication will be good while one people with another people has a good interaction. Communication and interaction very important in human life. Interaction also has relationship with language, with communication the human makes interaction with one people to another. When the people do the communication, the listeners will give the feedback to response what the speakers says about the ideas, opinions and can be critics. Interaction is a communication or direct involvement with someone to do something. By giving the feedback human will be an interaction.

Flouting maxim is one of the topic that related to semantics and pragmatics. (Cutting:2002) states that condition while speakers do not follow the maxim but listeners accept the appreciation to give implied meaning is called by flouting maxim. Meanwhile flouting maxim occurs in political debate. (Quinn:2005) argues that debate is a method of interactive argument by speakers and listeners should be ensure the meaning from communication can be delivered properly. It means that they must have a good intentionally to be shared information by one speakers with another.

The phenomena when people do not follow the rules of cooperative principle is called flouting maxim. People will be misunderstanding in conversation while the utterances of people is difficult to be understood. By implying meaning from people can not be accepted by listeners and can be the problem in flouting maxim. It happen while speakers and listeners do not give a clear statement to each other. Flouting maxim also occurs in debate for it deals with much conversation and will appear in communication.

Cutting (2002:36) says that when speakers deliberately do not follow the maxim but expect hearers to appreciate the meaning implied we say they are flouting maxim. While flouting maxim occurs, the speaker do not intent mislead hearer but wan he hearer to look for the conversational implicature, it is meaning the utterances do not directly state in the word uttered. While speakers did not follow cooperative principle the hearer will interpret the message and fill in the missing information relying on the context.

There are the reason of flouting maxims that proposed by Cutting (2002: 37). Maxim very important in conversation, grice said speaker something natural conversation or normal that people do not obey the cooperative principles. The speakers flouts their conversation, it does not mean that the communication will not be successfull. In addition, the flouting maxim can be many things and there is no way of prescribing a particular flouted as useful. Then, the participant will understand the implicature of the addressor whether the addressee

know the situation or occasion. It means that the addressees have the same thinking to imply what the speaker said based on the situation. Cutting (2002) states there are some common reasons speakers flouted the maxim.

Reason for flouting maxim of quantity

The reason speakers flouted the maxim actually :

- a. To explain more about something : usually speakers tries to explain about something by given much information.
- b. To expect something : speakers acts and say more words to show something. They use this condition in order to expect something from other person.

Reason of flouting maxim of quality

Basically, people are considered flouting maxim when speaker lie something that is believe to be false and can not be proven by speakers. There are some reason flouting maxim of quality.

- a. To cover something
- b. To hide something

Reason for flouting maxim of relevance

Speakers flouted the maxim of relevance when people gives irrelevance answer to the topic being talked.

- a. To change the conversation
- b. To avoid talk about something

Reason for flouting maxim of manner

There is reason people flout the maxim of manner

- a. To get attention : when people use identical word in one situation to get attention from other.

METHODOLOGY

This study is conducted by descriptive qualitative research design. This research is limited to investigate the types of modality in teaching learning procces. The data of this study was the sentences of flouting maxim by governor candidates of North Sumatera in Election debate 2018.

FINDINGS AND DISCUSSION

Based on utterances in debate all participant want their conversation can be understood by their interlocutors, so the purpose of the conversation will be reached. It is generally that every speaker in a discussion to make some argument and opinion to solve the problem. Intentionally and unintentionally the speakers used flouting maxim in conversation. There are examples of the reasons of flouting maxim in governor candidates of North Sumatera in election debate 2018.

Speaker used flouting maxim has the reason. There are two reason the speaker used flouting maxim of quantity, The first reason to explain more about something and the second to expect the something. It was example reason used flouting maxim of quantity.

Reason 1: to explain more about something.

Data 44 the first debate

M: Tata kelola yang efektif dan pencegahan korupsi memerlukan keteladanan pemimpin. “Keteladanan seperti apa yang akan anda lakukan jika terpilih?”

(what kind of example that do you if you are elected?)

ER : Dalam mengelola tata kelola pemerintah ada 8 keteladanan salah satunya efektif dan efisien. Ini teori inilah yang menjadi pertanyaan efektif kalau tidak efektif berarti keluar dari apa suatu tujuan. Kondisi real Sumut, ini harus di efektifkan kita punya banyak kekayaan, kita punya danau toba, air tawar ini lah birokrasi yang kita efektifkan kita hadapkan pada kenyataan inilah. Efektivitas dan karakteristik dalam pencapaian tata kelola pemerintahan. Inilah yang bisa saya jawab nanti kita atur efisien pasti, karna semua ada grand design yang harus kita tuju.

(This is the theory about efective and efisien,the condition of North Sumatera must be effisien because we have a lot of wealth such as Lake Toba, beach and others).

ER flouted the maxim of quantity because ER gave too much explanation answer about affectivity theory how to be a model leader. He talked about effectiveness in North Sumatera without gave the clearly statement. The reason ER used flouting maxim of quantity to more explanation about natural wealth in North Sumatera.

The Reason Used Flouting Maxim Quality

Actually the people has the reason used flouting maxim of quality. The reason flouting maxim of quality were to cover the something. It can be seen :

Data 35 the third debate

*M: Selanjutnya kita memberikan kesempatan yg sama pada calon wakil gubernur untuk mengambil pertanyaan yg telah disiapkan oleh penyusun materi. Kita mulai dari calon wakil gubernur no1 kami persilahkan. Pertanyaannya Taman Nasional Gunung Lauser (TNGL) merupakan penyanggah kehidupan bagi jutaan manusia. Namun sejak tahun 2011 (TNGL) termasuk dalam daftar warisan dunia dalam bahaya karna aktivitas pembalakan liar, perburuan, perluasan kelapa sawit dan pertambangan. Pertannyaanya, **“bagaimana upaya penegakan hukum dan HAM yg anda lakukan untuk melindungi dan melestarikan TNGL?”**.*

(How to overcome law and human right to protection and development Mount Leuser National Park?

*MR: Tq, untuk masalah TNGL ini bukan masalah baru di Sumut bahkan ini menjadi masalah internasional. Karna TNGL merupakan paru dunia melihat permasalahan ini tanah TNGL yg dirobah menjadi perkebunan. Pembalakan liar selalu yang menjadi kambinghitam adalah masyarakat. **Sementara ada pengusaha dibelakangnya yang ikut membekingi tapi selalu mengatasnamakan rakyat. Ini kedepan pemerintahan kami seperti apa yg disampaikan pak edy. Kami akan tegas untuk menjalankan hukum tanpa memandang bulu tidak tajam kebawah tumpul keatas. Kita akan cari akar permasalahan dan siapa dibelakangnya dan juga bagi masyarakat. Yang sekarang sudah menempati di area itu juga harus kita pikirkan jalan keluarnya mau dibawa kemana-mana. Tidak mungkin hanya dibiarkan hanya begitu saja kita akan melihat.***

(As we know the entrepreneur that follow fo backup it but they are alwayske the name of society. In the future we will do “the punishment without look the fur was not sharp downwards and blunt upwards”)

MR flouted the maxim of Quality because he got irony statement in his response. He said *“the punishment without look the fur was not sharp downwards and blunt upwards”*. MR

gave too much word but he didn't give response to protect about Mount Leuser National Park itself.

The Reason Used Flouting Maxim of Relevance

The reason speakers used flouting maxim of relevance because in order to change the topic. It can be happen while the speakers do not answer from other people, usually they tried to change the topic with way to gave irrelevance statement.

Data 50 the second episode

ER : *Bapak Djarot, pak Djarot sudah datang ke Sumut sudah 3 bulan, sudah keliling dan sudah melihat Sumut begitu juga bapak presiden kita dengan nawacitanya melihat dan langsung turun. Pertanyaan saya, "apakah menurut pak Djarot tentang pembangunan di Sumut sudah berkeadilan atau sudah setarakah?"*

(Mr. Djarot, Mr. Djarot has come to North Sumatra for 3 months, have traveled around and have seen North Sumatra as well as our president with his nawacita see and immediately descend. My question is, " according to you, Do development in North Sumatra equitable or no?")

DSH: *Pak Edi terimakasih pertanyaanya, **pembangunan yg berkeadilan itu ada beberapa cirinya, pertama adil dri sisi struktur pendapatan yang miskin harus di bantu oleh yg mampu yg kedua dari sisi wilayah, wilayah yg tertinggal itu harus juga mendapat perhatian khusus.** Ini yg menjadi masalah keadilan, sedangkan kesetaraan itu kita didalam membangun tanpa membedakan terutama dari sisi gender, laki maupun perempuan maka kita harus memiliki program UKM untuk perempuan, dalam 1 tahun kita akan menumbuhkan 20 ribu. Program pak jokowi dengan nawacitanya ingin memastikan kami sudah mengunjungi proyek statistik nasional, percepatan keadilan dan percepatan pemerataan pembangunan di Sumut, saya yakin kalau pola pikir kita adalah keadilan bagi seluruh rakyat indonesia itulah tujuan kenapa Indonesia harus merdeka, seperti yg dikatakan oleh bung karno kemerdekaan itu adalah jembatan emas, di balik jembatan itu kita bangun masyarakat adil, makmur dan sejahtera.*

(Mr. Edi thanks the question, equitable development has several characteristics, first fair from the side of the poor income structure that must be helped by those who are capable of. The second from the region the left behind region must also receive special attention.

This is a matter of justice, whereas equality is in building without differentiating especially from the side of gender, men and women so we must have an UKM program for women, in one year we will grow 20 thousand. Pak Jokowi's program with his wish to make sure we have visited the national statistics project, the acceleration of justice and the acceleration of equitable development in North Sumatra. I believe that our mindset is that justice for all Indonesians is the goal of why Indonesia should be independent, as stated by Bung Karno.)

In this conversation DSH flouted the maxim of relevance, by giving unrelated issue. When ER asked according to you, do development in North Sumatera has been fairness? but DSH gave irrelevance answered, he said that equity development has characters as equity from poverty and equity from territory, Actually DSH must be answered about yes or no. However DSH changed the topic of conversation.

The Reason Used Flouting Maxim of Manner.

Actually speakers have the reason used flouting maxim of manner, to get attention is the reason speakers used flouting maxim. It can be seen from text below :

Data 15 the third debate

*M : Selanjutnya pertanyaan kedua akan diberikan kepada pasangan calon no 1. Pertanyaan untuk pasangan calon no 1. Program anda menyebutkan akan menerapkan landreform untuk mewujudkan keadilan dalam kepemilikan tanah dan lahan yg cukup bagi usaha dan pertanian rakyat. **“Bagaimana anda menjalankan landreform dalam konteks penegakan hukum dan perlindungan serta pemenuhan HAM?”**.*

(howto faces the landreform in context of law and human right?)

*ER : Landreform revormasi agraria, yg pertama sudah diatur didalam pancasila dan UUD 1945 semua kekayaan tanah air di indonesia ini di peruntukkan untuk kesejahteraan rakyat. Yang kedua kalau kita pandang secara hukum ia menjadikan hak milik tanah itu, itulah kesejahteraan rakyat, bukan dipermainkan. Bukan diambil sana sini inilah kehadiran hukum karna ada tiga tujuan hukum itu 1 manfaat 2 keadilan 3 adalah kepastian. **Yang ketiga adalah politik ini bisa positif bisa negatif sudah dilakukan oleh pak Jokowi dengan memberikan sertifikat politik benar itu sah secara hukum. Tetapi yang saya takutkan mempressure sesuatu sehingga politik ini menekan. Ada yg merasa***

dirinya mematuhi hukum ada dirinya perwakilan rakyat tapi menggunakan hak tersebut kepada kepentingannya. Lupa akan bangsa ini tegas saya sampaikan ini, ini yg perlu harus kita revormasi dalam agraria.

(the third rules that can be positive and negative that have been done by Mr jokowi that given setificate politics.but i am afraid that will be pressure something so politics was pressure)

ER Flouted the maxim of manner because he was obviously statement. He give the jokowi's statement in this response and his statement was unruly with question from other.

CONCLUSION

After analyzing the data and found the result, there are some point that are contained as the important to be discussed. There were some reason flouting maxim occured in candidates of North Sumatera in election debate 2018, it can be defined: to explain more about something refers the speakers tries to explain about something by giving too much information, to expect something means speakers expecting that the hearer will understand more about the topic, to cover something refers the speakers convey the message through figure of speech to cover their statement, to avoid talk about something whereas the speakers would not answer the question from another participant.

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