

**VIOLATING MAXIMS BY TOBA BATAK SELLERS AND
BUYERS IN PARLUASAN TRADITIONAL MARKET
PEMATANGSIANTAR**

AN ARTICLE

*Submitted in Partial Fulfillment of the Requirements
for the Degree of Sarjana Sastra*

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STATE UNIVERSITY OF MEDAN
2017**

ARTIKEL

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Telah diverifikasi dan dinyatakan memenuhi syarat
untuk diunggah pada jurnal online

Medan, Juli 2017


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ABSTRACT

Manik, Desi Andani. 2131220003. *Violating Maxims by Toba Batak Sellers and Buyers in Parluasan Traditional Market Pematangsiantar*. A Thesis. English and Literature Department. Faculty of Languages and Arts. State University of Medan. 2017.

The study deals with violating maxims by Toba Batak sellers and buyers in Parluasan traditional market. The objectives of the study are to find out the types of maxims are violated and to describe the implications of violating maxims by Toba Batak sellers and buyers in Parluasan Traditional Market Pematangsiantar. This research was conducted by using descriptive qualitative method. The data were the utterances between sellers and buyers from 30 conversations. The data were collected by recording the conversations. There were 117 utterances that violated the maxims used by Toba Batak sellers and buyers. The results showed that all types of maxim were violated; 58 utterances violated the maxim of quantity, 12 utterances violated the maxim of quality, 20 utterances violated the maxim of relation, and 27 utterances violated the maxim of manner. The implications of violating maxims that used by sellers and buyers were to show respect, to create hyperbole and irony, to change a topic, to keep a secret, and to create humors.

Keywords : *Cooperative Principle, Violating Maxims, Toba Batak sellers and buyers*

*Graduate Status

**Lecturer Status

INTRODUCTION

Background of the study

Language has an important role in human's life. It is used to communicate each other in order to express thoughts, assumptions, and even feelings. A natural product in communicating by using language is called conversation. Conversation happens when two or more persons involved to deliver message through the utterances.

According to Grundy (2000:71), the conversational maxim is a way to explain the link between the utterances and what understood by the listener. The message of conversation itself will be successfully delivered if the speaker and the listener can build a cooperation one another.

The cooperation to make an effective and efficient conversation is called cooperative principle. The theory of cooperative principle is proposed by Grice. Grice (1975:26) states that people have to make conversational contribution such as it is required. The speaker and hearer have to give contribution as required in order to control the conversation in the right way. According to Grice (1975:26), there are four maxims in conversation. They are: (1) maxim of quantity (be informative as required), (2) maxim of quality (be truthful), (3) maxim of relation (be relevance), and (4) maxim of manner (be perspicuous).

However, people sometimes do not fulfill the cooperative principle and disobey it. They may do it by giving information which is more or less than required. It can also happen when people try to hide the truth or intend to lie. The phenomenon of not obeying the Cooperative Principle is called violation of maxim.

According to Thomas in Cutting (2002:40) maxim is violated when the speaker supplies insufficient information, something insincere, irrelevant or ambiguous. When the speakers do violate the maxims, the conversation will not be effective nor efficient that will lead to misunderstanding.

Parluasan traditional market is a market that is located in Pematangsiantar. It is one of place where so many conversations may happen in the same time. It is because there are many sellers that offer their merchandise everyday and also many buyers who come and even do bargain what they need to buy. The conversation that usually happens in the market is mostly by using Toba Batak language.

Violating maxim is being such a habit to some people when they are involved in conversation. This case also can be seen from conversations in Parluasan traditional market Pematangsiantar. Both speakers and buyers do violate maxims during their conversation which means that they do break the cooperative principle.

Some of utterances that violated the maxim from the preliminary data that had been taken can be seen as follows.

Seller : *Piga kilo di hamu, eda?*

(How many kilograms do you want?)

Buyer : *Sakilo pe bahen,da. Ipe nga godang i. Holan tolu halak do hami di jabu.*

(Just give me one kilogram. It has been much. There are only three persons in our home)

The conversation above shows that the buyer violated maxim. It was violating maxim of quantity. Maxim of quantity requires the speaker to give the informative answer which means it is not less or more than it should be. While the buyer here violated it by giving the answer which is more than required. In order to obey the cooperative principle, the buyer should have just given answer by saying that she just wanted one kilogram of fish when the seller asked how many kilograms that she wanted.

In this study, the researcher is going to analyze the utterances from Batak Toba sellers and buyers in market. This study will focus in analyzing the violating

maxims by Toba Batak sellers and buyers and their implications of violating maxims.

REVIEW OF LITERATURE

Pragmatics is one subfield of linguistics which studies the relationship between meaning and context of language use. It is about how people comprehend and produce a communicative act in a concrete situation which is usually a conversation. According to Yule (1996:3), pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). It is more about the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves.

Cooperative principle is a theory which proposed by Paul Grice. Grice (1975:45) states that people have to make conversational contribution such as it is required. The speaker and listener have to give contribution as required in order to control the conversation in the right way. It means that both the speaker and listener have to speak cooperatively, relevantly, informatively, clearly and mutually accept one another's message to be understood in particular way.

Grice in Yule (1996:36) also explains that cooperative principle is to 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. That is why the cooperative principle is being an underlying principle that determine the way of how language use with the efficiency and effectiveness to achieve rational interaction in communication. Speaker who obeys this principle will provide the listener the easiness to understand without any difficulty in interpreting. The listener will also be able to get the message accurately. This situation can be called as a successful conversation.

Maxim is a part of cooperative principle which deals with the speaker's contribution to the conversation. According to Grice (1975:26), there are four maxims in conversation. They are: (1) maxim of quantity (be informative as

required), (2) maxim of quality (be truthful), (3) maxim of relation (be relevant), and (4) maxim of manner (be perspicuous). In short, Levinson states that these maxims specify what participants have to do in order to converse in a maximally efficient, rational, cooperative way.

Pragmatics encompasses deixis, reference, presupposition, politeness, speech act, conversational implicature and other approaches of linguistics. Peccei (1999:2) states that pragmatics concentrates on those aspects of meaning that can not be predicted by linguistic knowledge alone and takes into account knowledge about the physical and social world. Mey in Nadar (2008:3) states that context in the widest sense that enable the participants in the communication process to interact , and that make the linguistic expressions of their interaction intelligible. Thus, pragmatics is focused on the meaning of speakers' utterances based on the context. In this respect, pragmatics explains how language users are able to overcome apparent ambiguity, since meaning relies on the manner, place, time of an utterance. The ability of understanding another speaker's intended meaning is called pragmatics competence.

Yule (1996:4) states that the advantage of studying language via pragmatics is that one can talk about people's intended meaning, their assumption, their purpose or goals and the kinds of actions that they are performing when they speak. By learning pragmatics, people will be easier to understand the speaker's utterance and avoid misunderstanding in communication.

Peccei (1999:4) states that linguists often make the distinction between sentence and an utterance. This distinction can be useful for two reasons. First, pragmatics analyses language in use and many of the utterances we use do not consist of full sentences yet are entirely understandable in context.

Maxim of quantity is about the quantity of the information which is provided by the speaker. It means that the information should be informative and enough, not less or more than required. Grice (1975:26) states that the rules of maxim of quantity more specific as follow:

1. Make your contribution as informative as is required (for the current purposes of the exchange).

2. Do not make your contribution more informative than is required.

Maxim of quality is about the quality of the information which is provided by the speaker. The information should be true. Grice (1975:27) states that the rules of maxim of quality more specific as follow:

1. Do not say what you believe to be false.

2. Do not say that for which you lack adequate evidence.

Maxim of relation is about the relevance of the information that provided by the speaker to the listener. Grice (1975:27) states that there is only one rule for this type of maxim which is be revelant. The information itself should be relevant to what the speaker and listener are talking about. By that way, the information will be understood more easily.

This type of maxim is the rule of conversation which the speakers and listeners have to be obvious in providing contribution in a communication exchange. It focuses on how it is said to be said rather than what it is said. It means that the information that is provided should be clear. Grice (1975:27) states that the rule of maxim of quality more specific as follow:

1. Avoid obscrucity of expression.

2. Avoid ambiguity.

3. Be brief (avoid unnecessary prolixity)

4. Be orderly.

As what has been explained before, a speaker and a listener are supposed to obey the cooperative principle by exchanging the information that needed. By giving the required information, both speaker and listener will be able to understand each other. Cooperative principle which consist of four maxims are the

suggested principles for the speaker and listener to achieve a successful conversation.

However sometimes people do not fulfill the cooperative principle and disobey them. Violation of maxim is the condition where the speakers do not fulfill the maxims. According to Thomas in Cutting (2002:40), maxim is violated when the speaker when the speaker supplies insufficient information, something insincere, irrelevant or ambiguous. When the speakers do violate the maxims, the conversation will not be effective nor efficient that may lead to misunderstanding.

According to Cook (1989:31), there are five implications that can be achieved by violating maxim, they are: to show respect, to create hyperbole and irony, to change a topic, to keep a secret, and to create humors.

People tend to use utterances that violate maxim of quantity in order to show respect. In creating hyperbole and irony, people tend to violate the maxim of quality. People exaggerate the real situation by using hyperbole which is obviously untrue. While people tend to use utterances to be meant as the opposite of the real situation to create irony.

People violate maxim of relation in order to change the topic. It may be caused the speaker does not want to give answer or does not know the answer.

In order to keep a secret, people use utterances that violate maxim of manner. Secret must not be known by others and people have to quietly talk about it or use some unclear utterances, so that the utterances can not be understood by others.

In order to create humor, people use some utterances to make people laugh. People tend to create humor by doing violation any type of maxim depends on the situation.

RESEARCH METHODOLOGY

Methodology

This research was conducted by using descriptive qualitative. Kothari (2008:2) states that the major purpose of descriptive research is to give description of the state of affairs as it exists at present. Qualitative research is mainly concerned with the production and analysis of texts, such as transcripts of utterances in conversation, interviews, movie or field of notes and other analytic materials. Thus, descriptive qualitative was used to analyze the data.

The data of this study were the utterances of Toba Batak sellers and buyers. The subjects were the Toba Batak sellers and buyers in Parluasan traditional market Pematangsiantar. There were 10 sellers and their buyers' conversations taken from each week. The conversation of each seller was taken for three times from three different buyers. Therefore, there were 30 conversations of the sellers and buyers that were analyzed.

DATA AND DATA ANALYSIS

The study examined the analysis of violating maxims as the data were collected from the conversations between Toba Batak sellers and buyers in Parluasan traditional market Pematangsiantar. There were 30 conversations taken directly and the utterances of each conversations were the data of this study. Exactly, there were 117 utterances that violated the maxims.

Theoretically, there are four violating maxims. They are violating maxim of quantity, violating maxim of quality, violating maxim of relation, and violating maxim of manner. This study found that all types of maxims were violated and they were shown in this following table.

Table 4.1

The Frequency of Violating Maxims

No.	Types of Violating Maxim	Frequency
1.	Quantity	58
2.	Quality	12
3.	Relation	20
4.	Manner	27
Total		117

a. Violating Maxim of Quantity

In maxim of quantity, a speaker is expected to provide enough information, relatively adequate, and as informative as possible. Utterances that do not follow the rule by not containing the required information is called as violating maxim of quantity.

From the utterances of Toba Batak sellers and buyers in Parlusan traditional market Pematangsiantar, there were 58 utterances found that violated the maxim of quantity. The explanations for violating maxim of quantity can be seen in the following data.

Utterance 18

Seller : *Dang tambah be, ito?*

(Don't you want to have some more?)

Buyer : *Dang be, ito. Ollak ni ma jo. Rencana nian sapapan. Ale dang adong hepengna.*

(No, I don't. Just it is for now. My plan was to buy a box . But there is no more money left.)

From the dialogue above, it can be seen that the buyer violated the maxim of quantity because she talked more than it was needed. The seller asked her whether she wanted to buy more eggs or not. The buyer's initial response actually was enough just by saying ' No, I don't '. But then, she also gave more information ' Just it for now. My plan was to buy a box. But there is no more money left.' The addition of the information was being the one which caused it was called as violating maxim of quantity. The buyer violated the maxim of quantity because she wanted to show respect to the seller by explaining why she rejected to buy more eggs that he offered.

b. Violating Maxim of Quality

The maxim of quantity has two rules. The first one is not to say what you believe to be false. And the second one is not to say that for which you lack adequate evidence. It means that, in maxim of quantity, the speaker is expected to give a truthful information. There were 12 utterances that violated the maxim of quality. The explanations of violating maxim of quality can be seen in the data below.

Utterance 29

Buyer : Ai dia do?

(How could?)

Seller : Boha ma. Na jugulan ikkan na, namboru. Naeng mar malam minggu ibana.

(How to say. The fish is so naughty, aunty. It is going to go for Saturday night.)

The dialogue showed that seller of the fish violated the maxim of quality because she gave information which was she believes to be false. She violated the maxim of quality to create humor.

When the buyer asked her how could it was being difficult for her to catch a golden fish, the seller answered that the fish was naughty and it was going to go for Saturday night. She knew that there is no fish that is naughty and able to go for Saturday night, but then she said it to create a humor.

c. Violating Maxim of Relation

There is only one rule for this type of maxim which is be relevant. The information itself should be relevant to what the speaker and listener are talking about. By that way, the information will be understood more easily. There were 20 dialogues that violated maxim of relation. The explanations can be shown in the following data.

Utterance 19

Seller : *Masak dang adong? Godang do hepengmu.*

(How could you don't have money? You have much money.)

Buyer : *Sampulu sada naking tahe?*

(Is it ten thousands rupiah, right?)

The conversation showed that the buyer violated the maxim of relation. When the seller was talking about the buyer who seemed like having much money, the buyer gave response which has no relation. Instead of giving information about the money she has, she asked question about the price of the eggs that she wanted to buy. Her implication to do that is to change the topic. She maybe did not want to talk more about it.

d. Violating Maxim of Manner

In maxim of manner, the speaker and listener have to be obvious in providing contribution in a communication exchange. The rules of maxim of quality are to avoid obscurity of expression and ambiguity. Being brief and orderly are also the rules of maxim of manner. In short, it means that the

information that is provided should be clear. There were 27 dialogues that violated maxim of manner. The explanations can be seen in the following data.

Utterance 83

Seller : *Nga las roham kan,da?*

(Have you been happy?)

Buyer : *Toe ma.*

(Just like that.)

From the dialouge between the seller and buyer above, it can be seen that the buyer violated the maxim of manner. When the seller asked whether she has been feeling happy or not because her daughter has been working, she answered it unclearly. The phrase ‘ just like that ’ might cause the seller to have different interpretation from the buyer meant.

CONCLUSION AND SUGGESTION

Conclusions

Based on the research findings found after analyzing the data, it can be concluded that :

1. The cooperative principle is a cooperation to make an effective and efficient conversation. Maxim is a part of cooperative principle which deals with the speaker's contribution to the conversation and should be followed. In fact, Toba Batak sellers and buyers violated the maxims in their daily conversation in Parluasan traditional market Pematangsiantar. They violated all types of maxim with the total number was 117.
2. Toba Batak sellers and buyers had their own implications in violating the maxims. They were: to show respect, to create hyperbole and irony, to change a topic, to keep a secret, and to create humors.

Suggestions

Having conducted a research about violating maxims, it is useful to consider the following suggestions:

1. For everyone when they are involved in a conversation, to understand and obey the maxims by giving informative, true, relevant, and clear information so that there will be misunderstanding or different perception between the speaker and the listener. As well to the readers to enlarge the knowledge of cooperative principle.
2. For English Department students and others who are going to do future research about pragmatics, especially on Cooperative Principle and violating maxims.

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