

CHAPTER I

INTRODUCTION

1.1 Introduction

It is widely acknowledged that language has a significant role in human communication. To achieve a successful one, all participants need to have good communication skills and understand the contexts in every conversation or interaction. The speaker produces utterances which then be interpreted by the hearer(s). A conversation sometimes could be unsuccessful because of misunderstanding between the speaker and the hearer. This can also lead to conflict between participants.

Conflict is naturally avoided by anyone in this world. One instance is when a president makes a decision in order to avoid conflict with other countries. This is because a conflict can ignite war, invasion, and other horrible things which can affect the participants. This is in line with what is mentioned by Coser (1967). He states, "Conflicts involve struggles between two or more people over values, or competition for status, power, or scarce resources." The recent conflict which got attention from the whole world is the one between Russia and Ukraine. The conflict between these two countries has been going on for years.

According to a news article entitled *Perang Rusia-Ukraina, Apa Penyebabnya?* posted by Metro TV News in February 2023, the conflict between these two countries happened because of three things: the close relationship between Ukraine and the Western Bloc, Ukraine's intention to join the North Atlantic Treaty Organisation (NATO), and different interpretation of the Minsk agreement between

Russia and Ukraine. These three things were resisted by the Russian president, Vladimir Putin. He saw this as a threat to his country's safety and he wanted Ukraine to be a neutral party. However, Ukrainian president, Zelenskyy still tried to make his country a member of NATO. This led to Putin declaring a special military operation on Ukraine in February 2022.

This conflict became one of the hottest topics in the world because the Russian army's action has been affecting the world's food stock, which caused the world's food crisis, especially for wheat. This war also had so many casualties, both from Ukraine or Russia's sides. Ray (2023) mentioned that millions of Ukrainians fled the country. This military conflict also led to the disruption of the world's economy and energy which were still in recovery after the COVID-19 pandemic hit.

Furthermore, in these days, Russia the most extensive sanctions in history, resulting in its isolation from the global banking system. The European Union, the United States, the United Kingdom, and Canada all restricted Russian air traffic. In contrast, Ukraine received substantial support from Western nations. While on the surface, Russia had a significant advantage in terms of personnel and military equipment, the Western countries promptly stepped in to offer Ukraine billions of dollars in military assistance. In an attempt to resolve the conflict, communication is a crucial thing to help the parties reach mutual understanding which can lead to the resolving of the conflict. In addition, communication is significant to deliver information related to the issue, to avoid hoax and to clarify false information spread through media.

One of the important figures in denying or making clarification regarding the hoax or false information is diplomats. Diplomat is a position for those whose role

is to keep the world stable. They assist foreign governments and foster international collaboration and relationships between global leaders. In doing their duty, diplomats have various ways in making sure their missions are completed well. One of those means for them to complete their agenda is doing interviews with media, for instance the interviews done by Denis Tetyushin, a press secretary for Russian Embassy in Indonesia and Lyudmila Vorobyova, the Russian Ambassador for Indonesia.

Cited from his LinkedIn profile, Denis Tetyushin is the press secretary for Russian Embassy in Indonesia. He pursued his Bachelor and Master's degrees in Saint Petersburg State University. His work with the Russian Embassy in Indonesia started in 2016, where he became an attaché. He served as attaché until becoming Third Secretary in the Bilateral and Economic Department in 2019. At the moment, he works as Third Secretary in the Information and Press Department of the Embassy of the Russian Federation in Indonesia.

Lyudmila Vorobyova, the Russian Ambassador for Indonesia, was born in Kyiv. She has been the Russian Ambassador for Indonesia since 2018. She graduated from Moscow State Institute of International Relations. Growing up with parents who worked as diplomats, she is familiar with South East Asian nations and their cultures since she was raised in Thailand and Laos. She started her career in 1989. Previously, she had worked in Thailand, Laos and Malaysia. Since the Russian invasion of the Ukraine in 2022, she became one of the most popular sources for latest updates on the issue.

Both Denis and Lyudmila had interviews with Asumsi.co, an independent online media in Indonesia. Online media is an online channel for communication

that can be done through websites, online social media platforms such as Instagram, Twitter, Threads, TikTok, and many others, to convey communication and information messages between people. As cited from Veronica (2021) according to the Law of the Republic of Indonesia number 40 Article 1 in 1999, the press is a social institution that carries out journalistic activities, which consists of obtaining, possessing, storing, processing, and conveying information in text, sound, pictures, and graphics.

In their line of duty, diplomats obviously need to comprehend Grice's Cooperative Principle, a discipline which also part of Pragmatics. Cooperative Principle is a theory in pragmatics that highlights how the participants of a conversation act cooperatively to have an effective and efficient communication. Besides that, to have good communication, the speaker has to be informative, relevant, concise, true, and unambiguous. Grice (1989) describes the Cooperative Principles as follows: "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of talk exchange in which you are engaged."

He categorises the maxims of Cooperative Principles into four, the first is the maxim of quantity is a maxim that requires the speaker to make a contribution that is as informative as is required. Maxim of quality is a maxim that requires factual and tangible information in an utterance. Then, maxim of relevance is a maxim that requires correlation in an utterance. Furthermore, maxim of manner is a maxim that requires a clear, brief, orderly, and unambiguous utterance. As a way to reach successful communication, these maxims should be obeyed in the conversation.

However, in some cases, a speaker in a conversation also disobeys the cooperative principle maxims. The disobedience can be in the form of violating and flouting. There are four types of maxims violation. The first is violation of the maxim of quantity, indicating when the information given by the speaker is not enough for the listener about the whole or topic being discussed. The second is when the utterer violates the maxim of quality, involving false information provided by the speaker, and could be considered a lie. The next is violation of the maxim of relevance, which occurs when the speaker changes the subject to avoid an answer or topic introduced by other interlocutors. The fourth violation is of the maxim of manner, which involves obscure and ambiguous statements to avoid a concise and orderly response in a conversation.

In addition, the forms of maxims flouting are also divided into four types. The first one is flouting of the quantity maxim, which happens when a speaker delivers too little or too much information. The next one is flouting of the quality maxim which occurs when a speaker utters something sarcastically with the intention that the hearer will get the implicit meaning of what the speaker says. The third is flouting the maxim of relevance that happens when a speaker gives a response that is unrelated to the topic that is being discussed consciously. The last type is the flouting the maxim of manner, which occurs when a speaker speaks using obscure words or fails to observe the maxim by not being brief consciously.

According to Cutting (2002), a speaker can be said to ‘violate’ a maxim when they know that the hearer will not know the truth and will only understand the surface meaning of the words. While according to Elizabeth Black (2006), flouting occurs when speakers make it clear they are aware of the cooperative principle and

its maxims, which leads their audience to consider why the principle was broken. In flouting a maxim, speakers employ implicature. They expect their listeners to uncover the implicit meaning of the utterance. In contrast to flouting, violating a maxim is not meant to be noticed. Violating a maxim is when someone does not realise that he or she has been deceived. In contrast, breaking a maxim happens when a speaker with no intention of generating an implicature fails to observe a maxim. The reason for this is imperfect linguistic performance which can be due to, for example: an imperfect command of the language (Thomas, 1995).

The motivation of a speaker of to do a maxim violation because the he or she tends to avoid any offending utterances. Moreover, there are also some certain motives for a speaker to do a maxim flouting. The motivation includes being competitive, when then illocutionary goal meets with the social goals such as asking, ordering, begging, and demanding. Another motivation is convivial, a motivation which occurs when the illocutionary goal simultaneously with the social goal such as inviting, offering, thanking, greeting, and congratulating. Collaborative also classifies as flouting maxim's motivation, a flouting which happens when the illocutionary goal is indifferent to the social goal. The last is conflictive, a motivation that happens when the illocutionary goal clashes with the social goal to cause offence.

The Cooperative Principles (CP) theory was used in conducting this research in order to analyse interviews with Denis Tetyushin, a press secretary for Russian Embassy in Indonesia and Lyudmila Vorobyova, the Russian Ambassador for Indonesia. As their country's representative, a diplomat has a task to create and maintain their country's relationship with the others. To build a good one, diplomats

have their own way of conveying their view or opinion in a conversation, especially in front of the media. There is one example of the cooperative principle analysis of Denis Tetyushin's utterance:

- (28) RI: Denis, thank you so much, sudah boleh ngobrol-ngobrol pada sore hari ini dan semoga kita ketemu lagi, dan mudah-mudahan ketemunya di Rusia ya, bukan ketemu di Indonesia.
DT: Ayo, mari

The datum above shows that DT's answer was flouting maxim of quality. Here DT's utterance contained ambiguous message by not telling where DT invited RI to. The motivation of DT' utterance is classified as competitive because he suggested RI something by saying "Ayo, mari".

There are several studies that revealed that politicians sometimes violate the maxims of cooperative principle to deliver their political opinion. This phenomenon can also be found in diplomats who are actively on service. Both Denis Tetyushin and Lyudmila Vorobyova are active representatives of Russian government in Indonesia. Their interviews with Asumsi.co are entitled "Sekretaris Pers Kedubes Rusia Buka-bukaan Soal Operasi Militer di Konflik Rusia-Ukraina" and "Dubes Rusia Bicara, "Dunia Bukan Hanya Amerika dan Uni Eropa Saja". These interviews were chosen to be the objects of the research because the Russia and Ukraine war was one of the hottest issues in the world for a year and Asumsi.co conducted interviews with reliable sources, which are the Russian Ambassador for Indonesia Lyudmila Vorobyova and the press secretary of Russian Embassy in Indonesia, Denis Tetyushin. The duration of the first interview with ambassador Lyudmila was 29:01 with 595.006 views (as of 18 May 2023). The second interview

with Denis was 34:46 minutes and has gotten 237.000 views (as of 18 May 2023). These interviews were conducted by Asumsi.co, a media company based in Jakarta focusing on politics and pop culture which has a huge number of subscribers: 1,3 million subscribers. This research focused on kinds of maxims of cooperative principle which were produced by the interviewees, types of maxims of cooperative principles disobedience that was produced by the interviewees, and the motives of the interviewees obeying and disobeying the maxims of cooperative principle in the interviews.

1.2 Limitation of the Research

Based on the introduction above, the concept that was used in this research was pragmatics. The Cooperative Principle was used to analyse the utterances of Denis Tetyushin dan Lyudmila Vorobyova which showed the obedience as well as the disobedience, especially in the flouting and violating of the maxims of cooperative principle. In addition to that, the motivation of the interviewees doing the obedience and disobedience on the interviews was studied as well.

1.3 Research Questions

Related to the background of the study above, there were three research questions which can be derived:

- a. What are the categories of maxims of cooperative principles which are produced by the interviewees?
- b. What kinds of violations of the cooperative principles' maxims do the interviewees engage in?

- c. What are the motives of the interviewees for obeying and disobeying the maxims of cooperative principles?

1.4 Research Purposes

Based on the research questions above, this research had three research purposes namely:

1. Identifying the maxims of cooperative principle which are produced by the interviewees in the Asumsi.co interviews.
2. Figuring out the types of maxims disobedience which are produced by the interviewees.
3. Recognises the motives behind the interviewees obeying and disobeying the maxims.

1.5 Research Significances

The research was expected to be beneficial for academic and practical benefit as follows:

1.1.1 Academic Usage

Academically, this study was expected to give contribution to linguistics students who are interested in pragmatics research. “An Analysis of Cooperative Principles on Asumsi.co’s Interviews on Russia-Ukraine War Issue” was related to an analysis of pragmatic perspective. The findings of this research were expected to be an assistive source for the next researchers in the pragmatic discipline especially in studies related to cooperative principle. Additionally, this research could be advantageous for students who study pragmatics as an approach to do linguistic analysis.

1.1.2 Practical Usage

There were some practical usages that can be reached by conducting a cooperative analysis research.

1. The study of communication enhancement involves exploring the cooperative principle to gain a deeper understanding of the fundamental processes involved in effective communication. By examining how individuals conform to or deviate from the cooperative principle across various contexts, researchers could identify particular tactics and elements that influence the success of communication. This knowledge has the potential to assist individuals in improving their communication abilities, leading to smoother interactions and a reduction in misunderstandings.
2. Pragmatic competence refers to an individual's ability to use language effectively in real-life situations. Mutual understanding is essential for cooperative communication, so by studying the cooperative principle, we can enhance our pragmatic competence and avoid ambiguity.
3. The cooperative principle, which is a fundamental principle in communication, can be interpreted differently across cultures. This study looked at how cultural factors shape communication norms and expectations, which aids in recognising cultural differences in the interpretation of implicatures, indirectness, politeness strategies and other aspects of communication. Such knowledge is vital for facilitating successful cross-cultural interactions and fostering intercultural comprehension.