CHAPTER 1

Introduction

1.1 Background of the Research

Debate has been used in many occasions such as in parliaments. It is also done in countries or jurisdictions which elect their leader for high political office. The candidates usually perform a debate in public during the general election. One of the countries that hold public debate as part of their presidential election is the United States of America.

The US Presidential debate between candidates of presidential election had become the trending topic in 2016. There were two candidates to be selected in the election of United States 2016, they were Donald Trump and Hillary Clinton. They have different background, Hillary Clinton is the wife of Bill Clinton, the former President of United States and she has been a figure in political world, while Donald Trump is a successful businessman which is a newcomer in politics.

The presidential election of United State had become a trending topic around the world as well as in Indonesia. Many of Indonesian channels had shown everything about that election and in newspaper, it also become the headline such as: October 21, 2016, The Jakarta Post: **INSIGHT: The US presidential election and Indonesia** and on November 09, 2016, Channel News Asia: **US Election 2016: As it happens** and the other mass media also published it as headline. The great United States has affected the way people look at the political situation. This political situation has changed the entire world.

The debate itself had been held four times, the first presidential debate was held on Monday, September 26, 2016, at Hofstra University, Hempstead, NY. Then continued with vice presidential debate on Tuesday, October 4, 2016, at Longwood University, Farmville, VA. The

second presidential debate was held on Sunday, October 9, 2016, at Washington University, St. Louis, MO. After that, the last presidential debate was held on Wednesday, October 19, 2016, at University of Nevada, Las Vegas, NV. During the debate, there were lots of arguments that contain politeness and the cooperative principle which were violated by the candidates.

Cooperative Principle (CP) is a principle that is used in order to build an ideal communication. It means that a conversation should have a principle of how to communicate accordingly. Grice (1975) states that *"conversation should be cooperative efforts and have a common purpose or set of purposes, or at least a mutually accepted direction"*. He proposed a general CP to account on how cooperation can take the effect. He defines the CP as follows, make your conversational 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.
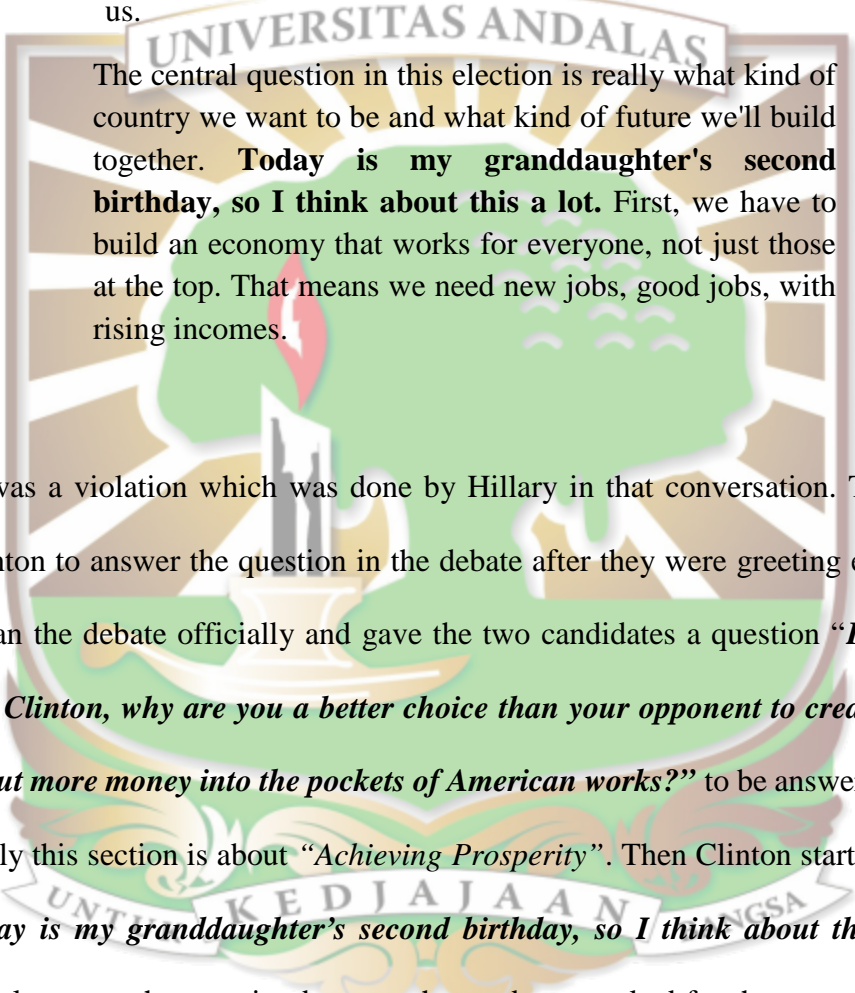
According to Yule (1996) *"The assumption of the cooperative is so pervasive that it can be started as a cooperative principle of conversation and elaborated in four sub-principles, called maxim"*. That is why we need to focus on the maxim to keep our conversation orderly that is what we called cooperation. Without cooperation, human interaction would be more difficult and counterproductive. Therefore, the CP and the Gricean Maxims are not specific to the conversation but to verbal interactions in general. For example, it would not make sense to reply to a question about the weather with an answer about groceries because it would violate the Maxim of Relevance. Likewise, responding to a simple yes/no question with a long monolog would violate the Maxim of Quantity.

The violation of maxim could be seen in the debate which is done intuitively. The candidates are not aware with the maxim that has been violated. That is because the debaters will

do anything that could bring them victory. This is the example violation of maxim which had done by Hillary Clinton answering the question from Lester Holt

> LESTER: Beginning with you, Secretary Clinton, why are you a better choice than your opponent to create the kinds of jobs that will put more money into the pockets of American works?

> CLINTON: Well, thank you, Lester, and thanks to Hofstra for hosting us. The central question in this election is really what kind of country we want to be and what kind of future we'll build together. **Today is my granddaughter's second birthday, so I think about this a lot.** First, we have to build an economy that works for everyone, not just those at the top. That means we need new jobs, good jobs, with rising incomes.

There was a violation which was done by Hillary in that conversation. This is the first chance for Clinton to answer the question in the debate after they were greeting each other. The moderator began the debate officially and gave the two candidates a question *"Beginning with you, Secretary Clinton, why are you a better choice than your opponent to create the kinds of jobs that will put more money into the pockets of American works?"* to be answered in the range of time. Actually this section is about *"Achieving Prosperity"*. Then Clinton started to speak she said that *"Today is my granddaughter's second birthday, so I think about this a lot".* This statement is irrelevant to the question because the moderator asked for the strong statement that will make them to be chosen in the election. In this conversation, Clinton was not straight forward to the questions. Accordingly, she has to say something that is related to the topic of the question but she was not. In this case, she has violated the maxim of relevance by saying her daughter's birthday in the debate which is not related to the topic.

This could be acceptable in Pragmatics because in order to convince the people, the candidates should have the thought that shows they care for them. This is Clinton's way to get people's attention. People will think that she is a loving grandmother and also a loving person to everyone. This is the way Hillary Clinton promotes herself by getting big impression from the people. The reason a person is well known and remembered depends on his work, principle, and relationship with another person. This is the example of violation of maxim that the writer is going to analyze.

Based on the explanation above, the writer chooses this topic to be analyzed because it is needed to find out the violation of maxim which is done by the two candidates in US Presidential debate. Therefore, the writer conducts the thesis entitled *"Violation of Maxim Cooperative Principle by Hilary Clinton and Donald Trump Debate in Presidential Debate of United States 2016"*. The writer chooses the US Presidential Debate in 2016 between Hilary Clinton and Donald Trump because this is the new topic that had become trending topic in the world. United States is a superpower country in the world, so that the leader should get special attention. Meanwhile, the two candidates are the big rivals with significant backgrounds. The candidates have different gender, experience in the political career and influence.

1.2 Identification of the Problem

As a human, we need to communicate to each other in delivering information. This writing is about the analysis of violation of maxim by Donald Trump and Hillary Clinton in their utterances. There are so many sentences that they had uttered, sometimes they lose the cooperative aspects. In fact, the violation of maxim in the conversation commonly happens because some people do not really pay attention to maxim. Some people often give information more or less than it is needed and not informatively, it breaks maxim of quantity. There are some people who give

information which is not accurate to the topic, it breaks maxim of quality. Other people give information which is not relevant to the topic, it breaks maxim of relation. There are also some other people which are done grammatical mistakes, it breaks maxim of manner.

According to the topic of the analysis, the writer limits the writing into;

1. What maxims that are violated by Donald Trump and Hillary Clinton on US Presidential Debate 2016?

2. What factors that cause the cooperative principle are violated by Donald Trump and Hillary Clinton?

1.3   Objective of the Research

This research is aimed to be submitted to pass undergraduate studies of the writer. Therefore, the writer will conduct the research in order to:

1. Identify the violation of cooperative principle in the Debate by Donald Trump and Hillary Clinton.

2. Identify the factors of violation that have been done by Donald Trump and Hillary Clinton.

1.4   Scope of the Research

This research focuses on analyzing the violation that had been done by Hillary Clinton and Donald Trump in US Presidential Debate. The debate was held four times at different places. Two candidates argued with one another, sometimes they paid attention to the maxim, the other times they were oblivious about it. The forgettable maxim by the two candidates is used as the data in this writing. If the sentences are identified contain the violation of maxim, the writer will classify what kind of violation is that.

1.5 Method of the Research

The source of data is the debate itself and it is taken from YouTube. The writer also uses the transcription from Washington Post by checking it while the video is played. The transcription is also used to support the collected data from YouTube video. Then it will be combined in order to find the correct data.

In collecting the data, the writer uses qualitative research method to find the violation of maxim by the candidates that occurred in the US Presidential debate 2016. "*Qualitative research is descriptive in that the researcher is interested in the process, meaning and understanding gained through words or pictures*" (Creswell, 1994: 145). It means that the first thing that the writer has done is watching the whole video, paying attention to that video and making some interpretation of meaning of the utterances. Then the writer uses maxim's Cooperative Principle to get the result of the analysis by using utterances or arguments or words of the two candidates.

In analyzing the data, the writer uses theory proposed by Grice which classify maxim into four types. They are maxim of quality, maxim of quantity, maxim of relation and maxim of manner. The writer uses these maxims to find the violation of utterances by the candidates to become the data. It means that the writer is trying to organize the data into the classified maxims. Then, the utterances that have been identified become the selected data. The writer also tries to identify what factors that cause them to violate the maxims.

For the last, the result of the analysis is presented descriptively. The writer gives two tables that show the classification of the maxim that has been found. The first table is for the classification of violation of the maxim by the candidates and the second table is for the factors that influence the violation. The data which is counted as maxim of quality is in the same column, etc. Then, the factors of influence show in a single table in two columns.