
CHAPTER 4

Conclusion

This study is about the analysis of cooperative principle which is focused on violation of maxim. The data of the analysis concerned in US Presidential Debate in 2016 in video which is taken from YouTube. The writer also uses the transcription of the debate to support the finding of the analysis. This analysis using a theory that is proposed by Grice (1975).

After analyzing the data, the writer finds 16 statements that indicates of violating of the maxim. All maxims are violated in this debate but in different frequencies. The most violated maxim is quality. The candidates violate the maxim of quality with judgment towards the opponent with no evidence. The people might think it is fake and it would possibly their way to make the opponent being cornered. The second maxim was violated by the candidates which the most frequently violate was maxim of relation. This maxim violated by giving incorrect response which is not related to the topic or irrelevant. It means that the candidates change the answer to another answer and that is irrelevant to the questions they got. It can be concluded that the candidates answer it in incorrectly manner.

The maxim of manner is in the third position is violated by the candidates. It occurs when the candidates try to conceal their identity by giving over explanations and there are no clear explanations about the topics. Maxim of quantity becomes the less frequent had been violated. It is commonly occur when the candidates giving the response with the wrong portion of information. As long as goals of the topic is

reached, it would be acceptable as long as there is no misunderstanding about the information between them, surely it violates the maxim of quantity.

Violation of maxims' frequency by two candidates, Clinton violates the maxim of relation four times in total. Followed by maxim of quality and maxim of quantity, both of them has been violated two times and it is only one violation of maxim of manner. In the other hand, the most violated maxim by Trump is maxim of quality with five times of violations then followed by violation of maxim of relation with three of violations. Maxim of manner was violated one time and there was no violation on maxim of quantity.

Furthermore, the writer finds the factor that make those two candidates violate the maxim. There is two points that become the references. The writer choose several possible reason that commonly happens during the communication process from Jia (2008). The CP are violated to make huge impression or admiration towards the candidates and CP are violated to take politeness into consideration. It means that in order to protect the politeness sometimes we are losing the cooperative principle. The analysis was prove, the factor of influence the violation by two candidates are to impress people by giving good images on them and critics the opponent.