

FLOUTING MAXIMS ANALYSIS IN STEVE TV TALK SHOW

THESIS

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DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

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FLOUTING MAXIMS ANALYSIS IN STEVE TV TALK SHOW

THESIS

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2025

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**Flouting Maxims Analysis in Steve TV talk show**” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 19 May 2025

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APPROVAL SHEET

This to certify that Maulivia Syahada Arsita's thesis entitled Flouting Maxims Analysis in Steve TV talk show has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of Sarjana Sastra (S.S.).

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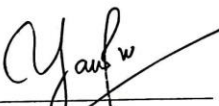
This is to certify that Maulivia Syahada Arsita's thesis entitled Flouting Maxims Analysis in Steve TV talk show has been approved by the Board of Examiners as one of the requirements for the degree of Sarjana Sastra (S.S.) in Department of English Literature.

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MOTTO

“Success is a long journey from one failure to the next without losing enthusiasm”

(Winston Churchill)

DEDICATION

I dedicate this thesis to the beloved people in my life, especially my parents, Mr. Zaenal Arifin and Mrs. Siti Khoirotul Ikhwati, who always provide me with encouragement and prayers. For my younger brothers Maulana Arsyavana and Muhammad Fathian Raffasya, who always provide encouragement for the researcher to learn in the process of becoming a good older sister and a better person. Additionally, for my beloved friends who always accompany and encourage me.

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Alhamdulillahirobbil 'Alamin, praise and gratitude are expressed to Allah SWT for all His grace and guidance, and countless salutations are extended to Prophet Muhammad SAW, so that the researcher can complete the writing of this research thesis titled "Flouting Maxims Analysis in Steve TV talk show". The writing of this thesis is a step in conducting research to fulfill the requirements to complete the studies and obtain a Sarjana Sastra (S.S.) degree in the Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

The researcher realizes that without the help, support, and prayers from various parties, the preparation of this research thesis could not be completed. Therefore, the researcher would like to express gratitude to:

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accompanying the researcher at every step of life, which is the greatest blessing in life.

7. My younger brothers Maulana Arsyavana and Muhammad Fathian Raffasya, who always provide encouragement for the researcher to learn in the process of becoming a good older sister and a better person.
8. All the fellow students of the English Literature Study Program at the Faculty of Humanities, UIN Malang, who have provided motivation so that the researcher could complete this thesis.
9. All parties who cannot be mentioned one by one who have helped and supported the researcher in completing the thesis well.
10. Last but not least, I wanna thank me. I wanna thank me believing in me. I wanna thank me for doing all this hard work. I wanna thank me for having no days off. I wanna thank me for never quitting.

The researcher realizes that this thesis is still far from perfect. However, the researcher hopes that this thesis can be beneficial to the readers, and constructive criticism and suggestions are always welcomed to improve the writing of this research thesis.

Malang, 19 May 2025

The Researcher,

A handwritten signature in black ink, appearing to read 'Maulivia', with a stylized flourish at the end.

Maulivia Syahada. A

ABSTRACT

Arsita, Maulivia Syahada (2025) Flouting Maxims Analysis in Steve TV talk show. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Nur Latifah, M.A.

Key word: Flouting maxims, cooperative principle, pragmatics, talk show, Steve TV talk show

This study examines the flouting of Grice's conversational maxims in The Steve Harvey TV show, specifically in the episode titled "The Best of Snoop Dogg." The research identifies the types of flouting maxims and the reasons behind them, using Grice's Cooperative Principle as the theoretical framework. The analyzed maxims include quantity, quality, relevance, and manner. The study employs a qualitative approach with content analysis methods, transcribing and analyzing 27 utterances from the show that exhibit flouted maxims. The findings reveal that the maxim of quantity is the most frequently violated, where speakers provide excessive or insufficient information. For instance, Snoop Dogg often elaborates beyond what is necessary, sharing detailed background information unrelated to the host's questions. In contrast, the maxim of quality is the least violated, as the semi-formal nature of the talk show encourages factual responses. However, instances of humor such as Steve Harvey jokingly calling Tamar Braxton "crazy"- demonstrate intentional violations to entertain the audience. Violations of the maxim of relevance occur when responses deviate from the topic, often to assert opinions, defend oneself, or evade questions. The maxim of manner is violated when speech is unclear or overly convoluted, typically to maintain politeness or share additional context. The study concludes that flouting maxims in The Steve Harvey TV show serves various purposes, including humor, politeness, and share information, enhancing the dynamic and entertaining nature of the conversation. These violations do not hinder communication but instead reflect the cultural and contextual nuances of talk shows. The research suggests further exploration of flouted maxims in everyday conversations to better understand their role in natural communication settings.

ABSTRAK

Arsita, Maulivia Syahada (2025) Analisis Pelanggaran Maksim dalam Acara TV Steve. Tesis Sarjana. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Nur Latifah, M.A.

Kata kunci: Melanggar maksim, prinsip kooperatif, pragmatik, talk show, Steve TV talk show

Studi ini meneliti pelanggaran maksim percakapan Grice dalam Steve TV talk show, khususnya dalam episode berjudul "The Best of Snoop Dogg". Penelitian ini berfokus pada mengidentifikasi jenis-jenis pelanggaran maksim dan alasan di baliknya, menggunakan Prinsip Kooperatif Grice sebagai kerangka teoretis. Maksim yang dianalisis meliputi maksim kuantitas, kualitas, relevansi, dan cara. Studi ini menggunakan pendekatan kualitatif dengan metode analisis konten, mentranskripsi dan menganalisis 27 ucapan dari acara yang menunjukkan pelanggaran maksim. Temuan menunjukkan bahwa maksim yang paling sering dilanggar adalah maksim kuantitas, di mana pembicara memberikan informasi yang berlebihan atau tidak cukup. Misalnya, Snoop Dogg sering menjelaskan lebih dari yang diperlukan, membagikan informasi latar belakang yang rinci yang tidak terkait dengan pertanyaan pembawa acara. Maksim kualitas adalah yang paling sedikit dilanggar, karena sifat semi-formal dari acara bincang-bincang mendorong tanggapan yang faktual. Namun, contoh humor, seperti Steve Harvey yang bercanda memanggil Tamar Braxton "gila," menunjukkan pelanggaran sengaja untuk menghibur penonton. Pelanggaran maksim relevansi terjadi ketika tanggapan menyimpang dari topik, seringkali untuk menegaskan pendapat, membela diri, atau menghindari pertanyaan. Maksim cara dilanggar ketika ucapan tidak jelas atau terlalu rumit, biasanya untuk terlihat sopan atau berbagi informasi tambahan. Studi ini menyimpulkan bahwa pelanggaran maksim dalam Steve TV talk show memiliki berbagai tujuan, termasuk humor, kesopanan, dan berbagi informasi, yang berkontribusi pada sifat percakapan yang dinamis dan menghibur. Pelanggaran-pelanggaran ini tidak menghambat komunikasi tetapi justru mencerminkan nuansa budaya dan konteks dari acara bincang-bincang. Penelitian ini menyarankan eksplorasi lebih lanjut tentang pelanggaran maksim dalam percakapan sehari-hari untuk lebih memahami perannya dalam konteks komunikasi alami.

ملخص

أرسيتا، موليفيا شهدة (2025). تحليل انتهاكات ماكسيم في برنامج ستيف التلفزيوني. أطروحة البكالوريوس. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، الجامعة الإسلامية الحكومية مولانا مالك إبراهيم مالانج. المشرفة: نور لطيفة، ماجستير.

الكلمات المفتاحية: انتهاك ماكسيم، مبدأ التعاون، البراغماتيك، برنامج حوار، برنامج ستيف التلفزيوني

تناولت هذه الدراسة انتهاكات ماكسيم المحادثة لدى جرايس في برنامج "ستيف التلفزيوني"، وتحديدًا في الحلقة بعنوان "الأفضل لسنوب دوغ". ركز البحث على تحديد أنواع انتهاكات الماكسيم والأسباب الكامنة وراءها، باستخدام مبدأ التعاون لجرايس كإطار نظري. شملت الماكسيمات التي تم تحليلها: ماكسيم الكمية، والجودة، والارتباط، والطريقة. استخدمت الدراسة منهجًا نوعيًا مع تحليل المحتوى، حيث تم نسخ وتحليل 27 عبارة من البرنامج أظهرت انتهاكات للماكسيم. أظهرت النتائج أن ماكسيم الكمية كان الأكثر انتهاكًا، حيث قدم المتحدثون معلومات مفرطة أو غير كافية. على سبيل المثال، كان سنوب دوغ يقدم تفاصيل مفرطة غير مرتبطة بأسئلة المضيف. أما ماكسيم الجودة فكان الأقل انتهاكًا بسبب الطبيعة شبه الرسمية للبرنامج، إلا أن هناك أمثلة على انتهاكات متعمدة لأغراض فكاهية، مثل مزاح ستيف هارفي بتسمية تمار براكستون "مجنونة". حدثت انتهاكات ماكسيم الارتباط عندما كانت الإجابات تتحرف عن الموضوع، غالبًا لتأكيد رأي أو تجنب سؤال. وانتهك ماكسيم الطريقة عندما كانت العبارات غير واضحة أو معقدة، عادةً لأسباب مهذبة أو لمشاركة معلومات إضافية. استنتجت الدراسة أن انتهاكات الماكسيم في برنامج "ستيف" تخدم أغراضًا متنوعة، مثل الفكاهة، والتعذيب، ومشاركة المعلومات، مما يساهم في الطبيعة الحوارية الترفيهية للبرنامج. هذه الانتهاكات لا تعيق التواصل بل تعكس الفروق الثقافية وسياق البرنامج الحوار. تقترح الدراسة مزيدًا من البحث حول انتهاكات الماكسيم في المحادثات اليومية لفهم دورها في السياقات التواصلية الطبيعية.

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CHAPTER I

INTRODUCTION

This chapter consists of background of the study, research question, significance of the study, scope and limitations, and definition of key terms.

A. Background of the Study

Communication and language are two interrelated tools in everyday life. As a social creature, communication is a tool to convey the news that human beings need to survive. To be able to communicate properly and smoothly, humans need a tool called language. Chaer and Agustina (2010:11) explained that language is a communication tool that only humans have to express feelings, express desires, and express opinions.

Language as a means of communication is intended to interact and to hope that the speaker can understand the meaning of the speech. Therefore, the language chosen when communicating needs to be adapted to the speaker. Communication in a conversation is said to go well when there is no misinterpretation by the interlocutor. Keith Allan (Rahardi, 2005:52) think that speaking is a social-dimensional activity. Social activities will go well when all the speakers are actively involved in the speaking process. If there are one or more inactive parties in the speech process, then it can be assured that the speech does not go smoothly.

Speakers and interlocutors need to use the cooperative principle in conversation, so that the conversation process can run smoothly and the message conveyed can be received clearly. This principle is used to comply with the cooperative principle in pragmatics. According to Bublitz and Norrick (2011), cooperative principle is one of the principles of pragmatic science that emphasizes the efforts of cooperation between the speaker and the interlocutor in the speech spoken when the conversation takes place.

Not only can be found in everyday conversations, cooperative principle can also be discovered in the conversations on television show such as talk show. A talk show is a television program where a person or group gathers to talk about a variety of topics in a relaxed but serious atmosphere led by a host (Lusia, 2006: 76–81). In a broadcast talk show, a host usually guides and asks questions of the guest, hoping that the guest will answer clearly and without exaggerating. However, it is not uncommon for a guest to give unclear answers that do not match the question given by the host, thus raising new questions that cause the topic of discussion to be too widespread. This situation is done to attract the attention of the general public and aims to create something funny and entertaining for the audience. It is called a violation of the cooperative principle in a conversation, or it can be called flouting maxims.

From the statement above, There are several specific reasons why speakers flout conversational maxims; for example, The speakers deliberately flout maxims to create a tense atmosphere, by way of a joke (Anindita, 2021). In practice, such

violations can be found on the Steve TV talk show hosted by Steve Harvey with a guest star named Snoop Dogg.

This research aims to help both speakers and listeners better understand and apply the cooperative principle in conversations. Although the cooperative principle contributes significantly to effective communication, it is often overlooked. The cooperative principle is one of the factors that can determine the success of a conversation but is often ignored. Especially if it is related to linguistic confusion which assumes that the longer the speech, the more polite it will be. Speakers generally violate the maxims of the cooperative principle in conversation when they want the conversation to run as effectively as possible and not be delayed. It is confusion about language and the context of language use that triggers flouting maxims of cooperation in conversation.

Grice (1991) proposed that violations of the Cooperative Principle involve flouting one of four maxims: quantity, quality, relation (relevance), and manner. In this case, the researcher discussed the type of flouting maxims that were found in the Steve TV talk show and how the flouting maxims occurred.

Research on flouting maxims has been carried out extensively by previous researchers, including Kurniati, et al (2018) who discusses the flouting maxims in the film *Insidious 2*. The research carried out by Kurniati has similarities with the research done by the researcher, namely researching the four flouting maxims using Grice's theory. In the research, Kurniati uses quantitative and qualitative methods for the data analysis.

Another researchers who researched flouting maxims, including Gunawan, et al (2019), and Asif, et al (2019). The two researchers both discussed the flouting maxims using Grice's theory. Gunawan used qualitative descriptive methods in the research on the flouting maxims in a conversation in the film. The results of the study show that the flouting maxims quantity is the most frequently found violation in conversation. Unlike Gunawan, Asif did a study of flouting maxims on a talk show. Asif used qualitative and descriptive methods. The results of the study showed that 41 flouting maxims were found in the conversation. The maxim of quality is the most flouted maxim in the study. The studies mentioned above and the present research share a common theoretical framework, namely the application of Grice's theory to the study of flouting maxims. Their primary differentiation is the methodology utilized.

Lasiana, et al (2020), Marlisa, et al (2020), Omer (2021), and Kharismawati (2021) are previous researchers who studied flouting maxims. The four researchers collectively discussed and researched flouting maxims. Omer and Marlisa's research was similar to this study, as both examined flouting maxims in a talk show. Both discuss flouting maxims used Grice's theory, previous researchers are related to this research. The only difference is the research methods used by each researcher. However, most researchers use qualitative methods in conducting their research. The results obtained indicate that flouting maxims occur because the speaker wants to provide additional information to the interlocutor.

The last previous researchers who studied flouting maxims were Tami (2021), Sitohang (2022), and Ikawati (2022). Descriptive qualitative research is the method chosen by the three researchers to conduct the research. The reason for the flouting maxims is mostly because the speaker gives too much additional information and is irrelevant to what is being asked. The most dominant maxims appears to be maxims of quantity because the listener always wants to give additional information about the question given by the speakers.

Referring to the explanation above, the researcher carefully conducted research regarding flouting maxims based on the Steve TV talk show. Steve TV talk show is a program that contains conversations between Steve and guest stars on different topics in each episode. Steve TV talk shows often broadcast conversations or discussions of someone or a group of people who have talents and achievements in their lives. In a talk show program, there must be discussion, both between the host and the resource person or with fellow speakers. In this case, the speaking activity is also called a conversation. Rani, et al (2006:230) put forward the idea that conversation is a form of interaction. The interactions that occur in the Steve TV talk show program require good cooperation in communication. Communication between the event speaker and the interlocutor is a process where they respond to, organize, and express everything around them as communication material.

Based on the statement above, speech that does not apply the cooperative principle is very likely to occur in the Steve TV talk show program, given the interaction between the host and the guest stars. When discussing, it shows the large

potential for argumentative conversations, which means many utterances can be observed. Conversations between the show host and several guest stars that will be studied to determine forms of violation of the cooperative principle were obtained from interactions in the Steve TV talk show program on the episode *The best of Snoop Dogg*, namely Snoop Dogg as the guest star.

This research selected the Steve TV talk show as its object due to the observed violations of the cooperative principle in conversations between Steve and his guest stars, which resulted in polemical exchanges. For example, the guest stars in the Steve TV talk show often provide more information than is necessary. Not only that, to track down information from the guest stars, Steve repeatedly asked questions, which caused them to violate the cooperative principle.

B. Research Questions

Based on the background of the study described above, the researcher found two research problems:

1. What are the types of flouting maxims in Steve TV talk show?
2. What are the reasons for the flouting maxims in the Steve TV talk show?

C. Significance of the Study

This research was not carried out without reason, but can provide benefits in the form of insight into pragmatic science, especially regarding violations of the

cooperative principle. This research provides readers and future researchers with a real picture of the reasons for flouting maxims in Grice's cooperative principle.

This research can also be used as teaching material for teachers and lecturers in understanding the cooperative principle and can be used by future researchers as a basis for conducting in-depth research. Therefore, researcher chose this research so that it can provide benefits to readers and future researchers in understanding flouting maxims.

This study can provide broader knowledge about flouting maxims in the cooperative principle by observing and understanding the conversations between the host and guest stars that occur in the Steve TV talk show. This research can contribute to academic discussions, especially the understanding of flouting maxims. It is also hoped that the readers can know and understand the cooperative principle in speaking, because everyone has different ways of providing feedback in the communication process.

D. Scope and Limitations

The scope of this research is a pragmatic field of flouting maxims that often occur in everyday conversations. In this study, the researcher focuses on the four types of flouting maxims proposed by Grice (1991).

This research also has several limitations. As mentioned earlier, this research only observes the types of flouting maxims and the reasons for the occurrence of

flouting maxims in the Steve TV talk show entitled "The Best of Snoop Dogg," which is just one episode with a duration of 22 minutes published on August 27, 2022.

E. Definition of Key Terms

This section will discuss some basic materials related to the research title to avoid misunderstanding and confusion in studying this research.

Maxims :

Maxims are general principles or rules of conduct that guide behavior, communication, or reasoning. The term is most famously associated with Paul Grice's Cooperative Principle in pragmatics, which outlines how people effectively communicate in conversations.

Flouting maxims :

It occurs when the speaker does not follow and obey the rules that have been made, causing ambiguity in a communication.

Talk Show :

A talk show is a television program in which a host interviews guests, discusses topics, or engages in conversations with participants, often in front of a live audience. These shows can cover a wide range of subjects, including entertainment, politics, current events, celebrity interviews, and social issues.

Steve TV Talk show :

A syndicated talk show hosted by Steve Harvey. This talk show premiered on September 5, 2017. This series produced from Universal Studios in California in association with Endeavor Content an NBCUniversal Television Distribution.

CHAPTER II

REVIEW ON RELATED LITERATURE

This chapter discusses the theoretical basis or literature review of the topics discussed in this research. The components that make up the entire research topic include pragmatics, cooperative principle, and flouting maxims. The components that make up the entire research topic can be seen as follows.

A. Pragmatics

Pragmatics is a branch of linguistics that studies the external structure of language, namely how language units are used in communication. The history of the development of pragmatics began in 1938 when it was introduced by a philosopher named Charles Morris who was studying the field of semiotics. Charles Morris (1938) divided the science of semiotics into three, namely syntax, semantics and pragmatics. The views and development of thinking about pragmatics are based on the science of semiotics. Until now, the term pragmatics has been widely interpreted by modern linguists in the direction of developing thought.

Yule (1996, p. 3) explains that there are four scopes covered by pragmatics. First, pragmatics is the study of the speaker's intention to say a statement, so it requires interpreting what people mean in a specific context and its influence on what is said, as well as considering other people who are being spoken to, where,

when, and under what circumstances. Second, pragmatics is the study of contextual meaning, namely how listeners can conclude about what is said so that it is conveyed through an interpretation of the meaning intended by the speaker. In short, this research looks for meanings that are still hidden, which cannot be directly understood by the speaker. Third, pragmatics is the study of how the meaning conveyed is more than ambiguous and unclear speech. Fourth, pragmatics is the study of expressions of relationship distance, namely the answer or interpretation of the interlocutor is based on the distance of familiarity which includes: physical, social, conceptual familiarity, and implies the existence of similar experiences.

Added by Mey (2004) pragmatics is the science of language which studies the conditions of human language use which are determined by the context that accommodates and provides the background for that language. The context in question includes two kinds of things, namely social contexts and social contexts. Social context is a context that arises as a result of interactions between members of society in a particular social and cultural society. What is meant by social context is a context whose determining factor is the position of community members in existing social institutions. Thus, it can be concluded that the social context is the existence of power, while the basis of the social context is the existence of solidarity.

In line with the opinion of several experts above, Wijana (1997) stated that pragmatics is a branch of linguistics (apart from sociolinguistics) that emerged as a

result of dissatisfaction with the overly formal handling of language carried out by structuralists. Pragmatics reveals the meaning of an utterance in a communication event, both explicitly and implicitly behind the utterance. The meaning of speech can be identified through concrete use of language by considering the components of the speech situation.

From these opinions, it can be concluded that pragmatics is a branch of science that studies and examines the meaning conveyed by speakers or writers and interpreted by readers or listeners by looking at the conditions and situations in the context of its delivery.

In studying pragmatics, the cooperative principle in conversation is one of the things that must be considered. Without the cooperative principle in conversation, pragmatics cannot take place. Thus, it will be explained in detail about the cooperative principle in conversation.

1. Cooperative Principle

In pragmatics, cooperative principles explain how people communicate effectively in conversation in common social situations. This principle explains how speakers and speakers act together and accept each other to understand each other in a certain way. Grice (1997) explained that cooperative principle is a principle that must be implemented by the speaker and the interlocutor so that the

communication process can run smoothly. Grice (1975) states that in implementing the principle of cooperation, every speaker must comply with four conversational maxims, including:

a. Maxims of Quality

Based on the maxims of quality, the speaker must express things truthfully, clearly and not confuse the other person. Sometimes, speakers do not feel sure about what they are being informed about. There are ways to express these doubts without having to violate the maxims of quality, such as by adding the sentence prefix maybe, if not wrong, and so on. An example of the maxims of quality can be seen in the conversation excerpt below.

A : “Do you know the capital of India?”

B : “The capital of India is New Delhi.”

From the conversation excerpt above, it can be seen that speaker B is telling the truth according to what is known. Other example of the maxims of quality can be seen below.

A : “Do you know what really happened to Clara? She’s been hard to contact for the past few days”

B : “Yes, I got information from her mom that she had a car accident and was being treated in the hospital.”

From the conversation above, it can be seen that speaker B is telling the truth about what she knows because speaker B got the information directly from Clara's mom.

b. Maxims of Quantity

Maxims of quantity requires each speaker to contribute as much or as much as their interlocutor needs. Speakers are required not to overdo their contributions and meet the needs of the interlocutors. The following is an example of the maxims of quantity.

A : "Do you know if Katie did well on her exam?"

B : "Yes, I agree. She did very well and got an A!"

Here speaker B could have ended his answer with "yes, I agree". However, speaker B shares all the information known so as not to violate the maxims of quantity. Another example can be seen below to better understand the maxims of quantity.

A : "Sis, do you sell almond bottles here?"

B : "No."

A : "Where are bottles like that usually sold?"

B : "At the glassware seller."

A : "Okay, thanks."

The conversation above shows the fulfillment of the maxims of quantity between the seller and the buyer. The seller clearly provides answer according

to the needs of the buyer as the interlocutor and there is no flouting maxims of quantity in it at all. This is illustrated throughout the conversation that occurred since the buyer asked about the bottle of almond that would be purchased from the seller. However, the bottle that the buyer meant was not sold by the seller, so the buyer further asked the seller where the bottle was sold. The seller also gave instructions that the bottle was only available at the glassware seller.

c. Maxims of Relevance

Based on the maxims of relevance, speakers must make contributions that are relevant to the conversation situation. Do not deviate from what is being discussed. This maxims also helps us to understand utterances in conversations that may not be initially obvious. An example of the maxims of relevance can be seen below.

A : "Do you think Leo is seeing someone new?"

B : "Yes, he goes to Brighton almost every weekend."

From the example above, it can be concluded that there is a connection between Leo dating someone and his trip to Brighton, and Speaker B is not just randomly talking about Leo's trip to Brighton. Speaker B only mentions things that are relevant to the on-going conversation. Another example of the maxims of relevance can be seen below.

A : "Yesterday, I fished in the river caught a lot of fish."

B : "Wow, it can be cooked and eaten with our friends."

From the conversation above, it can be seen that speaker B responded to the conversation with a relevant answer. Speaker B responded to speaker A's statement with the answer that the fish that speaker A had caught could be cooked and eaten with his friends.

d. Maxims of Manner

This maxims is no longer about what is said but the way in which the things each speaker says have a clear meaning without ambiguity. Speakers are expected to provide concise and orderly information so that it is easy to understand. For example, when following this maxims, speaker should avoid using big or overly complex words that we know our listeners won't understand and should try the best to be concise and coherent. So that readers can better understand the maxims of manner, here are some example sentences.

A : "What are you writing?"

B : "I am writing an essay about metonymy. It is a type of figure of speech."

Here the speaker knew that it was possible that the listener would not know the term of metonymy and decided to give a quick explanation. Another example can be seen below to better understand the maxims of manner.

A : "Can I pay Rp. 5.000 for these two potatoes?"

B : "Yes, you can."

A : "How much is one kilo?"

B : “Rp. 15.000”

A : “Okay, I’ll just take two potatoes.”

The conversation between the seller and the buyer in this data shows the fulfillment of the maxims of manner. The conversation runs clearly and without causing any ambiguity in it.

B. Flouting Maxims

Flouting maxims are violations of linguistic rules that govern actions, language use, and interpretation in linguistic interactions. Violations of the cooperative principle often occur in speech events. The violations occur due to intentional and unintentional elements. Below, the concept of flouting maxims in Grice's theory will be explained in detail, along with examples of utterances and the analysis.

1. Flouting Maxims of Quality

Every participant in a discourse must say things that are consistent with the facts as they stand, according to the maxims of quality. Yule (2006:64) states that there are three things a speaker must do when speaking, including: First, when speaking, try to provide accurate information. Second, do not say something that is false. Third, do not say something if you do not have sufficient evidence. In line with Nadar (2013:24), it is said that in speaking, do not say something that is not true, and do not say something whose truth cannot be proven.

Based on the opinions of the experts above, the maxims of quality is expected to provide a contribution of true information. In other words, both the speaker and the conversation partner should not say anything that is considered false, and every contribution to the conversation should be supported by adequate evidence. If in a conversation there is a participant who does not have adequate evidence, it can be said that the participant have flouting maxims quality of Grice's cooperative principle. An example of a flouting maxims of quality can be seen in the conversation below.

A : “Is this satay made from chicken or goat?”

B : “Goat-headed chicken”

The example of the utterance above can be considered a flouting maxims of quality because B attempts to create a humorous effect in the conversation. The humor that is introduced is expected to create a more familiar atmosphere in the conversation. This obviously flouting maxims of quality because B answers A's question incorrectly and does not align with the reality of the situation. Another example of the flouting maxims of quality can be seen below.

A : “I heard the village head died”

B : “How do you know?”

A : “I just heard from the neighbors' gossip”

Speaker A has conveyed information that is not yet certain of its truth. Speaker A has only heard the news from hearsay, and the source is also invalid because they did not hear it directly from the village head's family. So, speaker A has flouting maxims of quality.

2. Flouting Maxims of Quantity

Flouting maxims of quantity occurs when the speech participant provides information that is less or too much than required by the speech partner. Yule (2006:64) says that in conversation there are two things that must be done. First, create a conversation that is informative as requested. Second, do not make the conversation more informative than requested. In line with Nadar's opinion (2013:24), Nadar states in the maxims of quantity to provide information according to the requested needs, and not to give excessive information.

Based on the opinions of the experts above, it can be concluded that within the maxims of quantity, each participant is expected to provide information that is sufficient or as much as needed by the conversational partner. The information given should not exceed what is needed by the conversational partner. If the utterance contains excessive information, then it can be said to flouting maxims of quantity. As for an example of a flouting maxims of quantity in the cooperative principle, it can be seen from the following conversation.

A : “Does this shirt color suit me?”

B : “No. This color is too bright for you. You would look better in soft-colored clothes because you have fair skin. If you wear bright-colored clothes, it will look tacky on you.”

From the conversation above, there is a flouting maxims of quantity by B. B explained at length why the color of the shirt chosen by A was not suitable for A. B should have just answered yes or no; that would have been sufficient. Thus, based on the example above, utterances that adhere to the maxims of quantity in Grice's cooperative principle do not need to add supporting information. Participants only need to provide information as requested by their conversational partner. To better understand the flouting maxims of quantity, here are other examples that can be observed.

A : “How are you, Jack?”

B : “I’m okay, but two days ago I had a cold and fever.”

From the conversation above, it can be seen that speaker B is flouting maxims of quantity because speaker B answer the question excessively. Speaker B should only answer “I’m okay” so as not to violate the maxims of quantity which requires the speaker to make a sufficient contribution to the conversation.

3. Flouting Maxims of Relevance

The maxims of relevance is a constraint in the provision of information. Within this constraint, both the speaker and the conversation partner are required to cooperate in conveying information so that a conversation relevant to the topic being discussed is formed. Rahardi (2005:56) states that in the maxims of relevance, in order to establish good cooperation between the speaker and the interlocutor, each should provide relevant contributions about the topic being discussed. Yule (2006:64) also emphasizes that relevance is important in communication.

Based on the above explanation, it can be concluded that in order to establish good cooperation between the speaker and the conversation partner, the conversation participants should provide relevant information about the topic being discussed. Speaking without contributing relevant information can be considered a violation of the relevance maxims of Grice's cooperative principle. Here is an example of a flouting maxims of relevance in Grice's cooperative principle.

A : “What are we doing here?”

B : “This is the place where I first met someone who has now left me.

The conversation above can be said to violate the maxims of relevance. According to Grice, in the maxims of relevance, participants must provide contributions that are appropriate to the topic being discussed. Based on the example of the conversation above, B should not answer A's question with an

irrelevant response. B should answer A's question by explaining why they went to that place in order to adhere to the maxims of relevance. Another example of flouting maxims of relevance can be seen below.

A : “Which club is ranked first in the Indonesian League?”

B : “Arsenal is ranked first this year.”

The answer given by B deviates far from A's question, because Arsenal is a football club in the English League, while A asked about the Indonesian League. Because of this, B has violated the maxims of relevance.

4. Flouting Maxims of Manner

The maxims of manner is a conversational guideline that emphasizes that speakers and listeners should convey information clearly, unambiguously, and without unnecessary elaboration. Rahardi (2005:57) states that the maxims of manner requires speakers to speak directly and clearly. Meanwhile, Yule (2006:64) conveys that in the maxims of manner, speakers must be clever. There are four things that must be done, including: First, avoid unclear expressions. Second, avoid ambiguity. Third, speak concisely. Fourth, do it regularly.

Based on the explanations of the experts above, it can be concluded that the key to the maxims of manner is to ensure that what is conveyed is easy to understand. In this maxims, what is important is how we express our ideas,

thoughts, opinions, and suggestions to others. If the utterance given is unclear and difficult to understand, it can be said that it has flouting maxims of manner. Here is an example of flouting maxims of manner in Grice's cooperative principle.

A : “Where are you from?”

B : “Actually, I just got stuck in traffic. I also had to take shelter because it was raining and I didn't bring a raincoat. Sorry for being late even though the distance from my house to this café isn't that far.

A : “So, where are you from?”

B's convoluted answer is an example of flouting maxims of manner because it led to a repeated question by A. B should have answered the question clearly, concisely, unambiguously, and without unnecessary elaboration to avoid prompting a repeated question. Another example of the flouting maxims of manner can be seen below.

A : “What do you want to watch? Comedy or horror?”

B : “Actually, the drama is really good. Moreover, I like all the actors. But the story is not clear in direction. The action is also okay, but I don't understand the story.

A : “So which one do you choose?”

From the conversation above, there is a violation of the maxims of manner committed by speaker B. Speaker B answer questions in a convoluted manner, which raises new question from the interlocutors.

C. The Reasons for the Flouting Maxims

In a conversation, the utterances conveyed do not always have to adhere to the cooperative principle maxims proposed by Grice; sometimes, due to certain goals or situations, violations of the cooperative principle in conversation occur. The violations that occur are caused by several social issues. Suryani (2015:5) states that the maxims proposed by Grice are not always adhered to by participants; in certain situations, the maxims in the cooperative principle are violated for specific purposes. These violations occur due to elements of both intentionality and unintentionality.

Still related to the reasons for the flouting maxims of Grice's cooperative principle, Lili (2012:94) in her article states that the flouting maxims of the cooperative principle can also occur because someone provides additional information and unintentionally causes problems in social interactions. More broadly, Chaer (2010) states that the reasons for the violation of the maxims are caused by several factors, namely the willingness of the conversational participants to provide excessive contributions in speaking, responses to the interlocutor's

answers, the desire to create a relaxed atmosphere or evoke a sense of humour, and efforts to make the conveyed information ambiguous.

In more detail, Fatmawati (2020:154-156) presents the reasons for the flouting maxims of Grice's cooperative principle as follows. First, the flouting maxims of quantity occurs for several reasons, namely: sharing information, familiarity, friendliness, politeness, refusal, and persuasion. Second, the reasons for flouting maxims quality occur due to humour and lies. Third, the most common reason for the flouting maxims relevance is due to rejection. Next, the reason for the flouting maxims of manner is related to politeness and speech delivered indirectly.

Based on the research results above, it can be concluded that the maxims violations in Grice's cooperative principle do indeed occur. The violations are caused by several reasons. The reasons for violating Grice's cooperative principle are as follows:(1) Flouting maxims of quantity can occur because one wants to share more information, show friendliness, politeness, clarity, and persuasion. (2) Flouting maxims of quality usually occur because of the desire to joke, lie, and not want to answer truthfully. (3) Flouting maxims of relevance often occur due to refusal. (4) Flouting maxims of manner occur because one wants to appear polite and convey indirect speech.

In this study, the researcher will elaborate on the flouting maxims found in the Steve TV talk show on the YouTube channel based on the theories presented by experts. The researcher will also classify the reasons for the flouting maxims in detail and clearly. The description in this research does not necessarily follow what

has been proposed by the experts; it is possible that what the experts have proposed aligns with the research findings. However, it is also possible that the researcher finds a different reason for the maxims violation than what has been proposed by the experts. So, the researcher does not always rely on what the experts have stated. The theory is only used as a basis to help the researcher determine the reasons for the violations of the four maxims found in the Steve TV talk show. In this study, the researcher identified 8 reasons why speakers violate maxims.

1. Share Information

In this case, the speaker deliberately provides excessive information to the interlocutor, beyond what the interlocutor needs. This may be motivated by the desire to explain something in a long and detailed. For example, it can be seen below.

A : “Where are you going?”

B : “I will go to the mall to watch a movie and buy some clothes that I will wear when I go on vacation to Korea.”

B's answer is a flouting maxims due to sharing excessive information. B should have just answered with "I will go to the mall".

2. Friendliness

In this case, the speaker deliberately answers the question with exaggerated sentences to appear friendly to the interlocutor. This may be motivated by the desire to appear good and friendly to others. The example of the conversation can be seen below.

A : “Hello, how are you?”

B : “I am good and will always be fine as long as I have a friend like you.”

B should have just answered with "I am good" to avoid flouting the maxims.

3. Politeness

Flouting maxims due to politeness occurs when an individual deliberately disregards one of Grice's maxims to maintain the interlocutor's feelings, avoid conflict, or preserve social harmony. This communication strategy is commonly employed across various cultures.

4. Humor

In this case, the speaker deliberately flouts the maxims to create humor in the conversation. This might be done so that the conversation is not too serious and creates an enjoyable atmosphere. The example of the conversation can be seen below.

A : “What car do you have?”

B : “I have a Ferrari, but it can only be used on a phone.”

B's answer is a violation of the maxims intended to create a funny conversation.

5. Small talk

Flouting maxims due to small talk usually occur when someone intentionally violates the maxims to avoid appearing rude or to show politeness. This small talk can take the form of indirect speech or speech that deviates from the facts, but is still considered polite. The example of the conversation can be seen below.

A : “Do you want to go shopping today?”

B : “Oh, I am quite busy today, but I also have to do some other things.”

The utterance is not relevant to the question asked, but is made for small talk and to avoid appearing rude or impolite.

6. Asserting

An example of a flouting maxims of assertion is when someone uses a statement or sentence that explicitly denies or criticizes a previous statement, with the intention of asserting their position or argument. The example of the conversation can be seen below.

A : “I believe that our system needs to be radically changed.”

B : “No, I disagree. Our system is good enough. We don’t need major changes.”

In the conversation above, it can be seen that the flouting maxims occurs because the speaker and the interlocutor are in a debate and want to assert their respective views.

7. Self-defense

In that case, the flouting maxims occurs when the speaker wants to show themselves as superior or downplay the mistakes made. The example of the conversation can be seen below.

A : “How could this happen?”

B : “I’m innocent. I just did what I had to do.”

Bobi's answer is a flouting maxims with a self-defense excuse by blaming the situation, not himself.

8. Evading

In this case, the violation of the maxims occurs when the speaker deliberately breaks the maxims to avoid conveying the actual information or to avoid uncomfortable situations. For example, the speaker might convey vague information to avoid arguments or pressure from others.

CHAPTER III

RESEARCH METHOD

A. Research Design

This qualitative research analyzes cooperative principle violations in a talk show featuring Snoop Dogg and host Steve Harvey. It aims to identify the flouted maxims within the talk show conversation and the reasons for their flouting. This research applies Grice's theory of flouting maxims in conversation. This theory aligns with the researcher's objective for the case study. Content analysis is the method used in this research. This analytical approach facilitates drawing conclusions from accurate data by carefully considering its contextual nuances.

B. Research Instrument

In qualitative research, the researcher is the key instrument for interpreting and making sense of each phenomenon, symptom, and specific social situation. Researcher are crucial in collecting and analyzing data to derive conclusions from study findings. For this research, the data collection and analysis involved identifying maxim violations within conversations on the Steve TV talk show, thereby addressing the study's research questions.

C. Data and Data Sources

According to Arikunto (2010:172), the data source in research is the subject from which data can be obtained. The data for this research was collected from conversations on the Steve TV talk show, specifically interactions between the host (Steve Harvey) and various guests. This dataset comprises phrases and sentences from both the host's and guests' speech. Importantly, the data source focused on instances of maxim violations observed in these conversations. The researcher chose the Steve TV talk show program because, in just one video of that episode, Steve and the guest frequently violated the cooperative principle. The next reason is that the video received a lot of responses from the general public, both positive and negative comments about the content of the conversation between Steve and the guest. The Steve TV talk show can be watched on YouTube at the link below.

<https://youtu.be/8uvydEEW6MQ>

D. Data Collection

Data collection is one of the most important stages in research. According to Sugiyono (2015:62), in qualitative research, data collection can be conducted using various sources and methods. The correct data collection techniques will yield data with high credibility, and vice versa. This research consists of a video with a duration of 22 minutes in MP4 format, downloaded on March 18, 2023. In this study, the data collection techniques used by researcher are :

1. The researcher observed and listened to conversations on the Steve TV talk show. Then, the researcher transcribed the conversations from the Steve TV talk show.
2. The researcher marked conversations containing maxim violations.
3. Finally, the collected data was categorized according to Grice's framework, and the reasons for flouting maxims were analyzed.

E. Data Analysis

The final step in this research is data analysis. The collected data is analyzed based on Grice's theory of flouting maxims, as applicable to this study. This data analysis is divided into several steps. First, the obtained data is evaluated and classified by the types of Grice's flouting maxims. Next, the data will be classified, and the findings analyzed. Third, the data is described in detail to draw conclusions and answer the research questions. Finally, the researcher derives conclusions from the findings of the data analysis.

CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter, the researcher presents, analyzes, and interprets data that contains flouting maxims of the cooperative principle and the reasons for the flouting maxims of the cooperative principle in the conversation between the host and the guest in the Steve TV talk show program on the theme *The Best of Snoop Dogg* on the YouTube channel. Data analysis and interpretation begin by identifying each utterance of the host and the source, and then determining the realization of each maxims of the cooperative principle and the reasons for the violations of Grice's cooperative principle.

A. Findings

1. Data Description

In this discussion, the researcher explores all violations and the reasons for the violations in the discourse between the host and the resource person in the Steve TV talk show program by providing context and coding with numbering in the form of numbers on each data, in order to facilitate the author in analyzing the data. In addition to exploring, the researcher also elaborates on the violations and the reasons for the flouting maxims of Grice's cooperative principle. This program was aired on August 27, 2022. The number of utterances obtained in this program consists of 151 utterances.

Based on the data obtained, the researcher analyzes according to the maxims of Grice's cooperative principle and the reasons for the flouting maxims in the Steve TV talk show program on the YouTube channel. To facilitate the analysis, each speaker contributing to the conversation will be represented by their initials. The symbol is written with two letters based on the initials of the conversation participants' names. The determination of name initials is decided by the researcher themselves. The researcher assigns different codes as initials for the speaker and conversation partner as follows.

1. SH = Steve Harvey (Host)
2. SD = Snoop Dogg (Guest Star)
3. TB = Tamar Braxton (Guest Star)
4. CW = Charlie Wilson (Guest Star)
5. DR = Donna Robert (Guest Star)

The data in this study consists of utterances between the host and guests in the Steve TV talk show program on the YouTube channel, totaling 27 utterances out of 151 utterances.

2. Data Analysis

Based on the speech data obtained by the researcher from the Steve TV talk show video downloaded from YouTube, the researcher analyzes the speech data according to the cooperative principle proposed by Grice using content analysis method. According to Grice (Wijana, 1996:46), in order to implement the cooperative principle, every speaker must adhere to the four conversational maxims, namely maxims of quantity, maxims of quality, maxims of relevance, and maxims of manner. However, in reality, in conversations, many speakers still ignore these four maxims, especially in the Steve TV talk show program.

The following is an analysis by the researcher of the violations of the maxims of quantity, maxims of quality, maxims of relevance, and maxims of manner in the discourse between the host and the guest in the Steve TV talk show program that has been downloaded from YouTube.

a. Form of Flouting Maxims of Quantity

Data at this stage is obtained based on documentation, observation, and note-taking of the host's (Steve Harvey) utterances with his guests that occur in the Steve TV talk show program. The form of the violation of the maxims of quantity is obtained by analyzing pairs of utterances and the context that underlies the emergence of the utterances. Pairs of utterances that fall under the

flouting maxims of quantity are coded, then compared based on the same meaning.

The maxims of quantity requires that participants provide just enough information and do not overstate the information needed by the conversational partner. Every utterance that contains sufficient information and meets the expectations of the speaker can be said to comply with the maxims of quantity. However, if the information provided is excessive or exceeds what is requested, it can be said to flouting maxims of quantity. The flouting maxims of quantity can be seen below.

Datum 1 :

This conversation took place between Steve Harvey as the host and Snoop Dogg as one of the guests on the Steve TV talk show. The purpose of the conversation was to recall when Snoop Dogg appeared on The Steve Harvey Show previously with P Diddy. This narration begins when the host explains and asks about Snoop Dogg's behavior on the show, leading to the following conversation.

SH : "You went on the show with P. Diddy right when they were trying to start the West Coast-East Coast beef, and things were really tense. Why'd you do it?"

SD : “My goal was to demonstrate the true bond Puffy and I shared, countering the exaggerated East Coast-West Coast rivalry. People blew it out of proportion; we actually cared for each other and our music. This appearance was an opportunity to show everyone our mutual affection.” (1)

The utterance (1) above constitutes a violation of Grice's cooperative principle. The maxims that is violated is the maxims of quantity. The flouting maxims is reflected in the excessive answer of the SD. In utterance (1), it is evident that SD was excessive in answering SH's question, when SD should have simply answered *My goal was to demonstrate the true bond Puffy and I shared, countering the exaggerated East Coast-West Coast rivalry*, because that statement was sufficient to answer SH's question.

Datum 3 :

This dialogue takes place between Steve Harvey as the host and Snoop Dogg as one of the guests on the talk show. The purpose of the conversation was to ask Snoop Dogg about his favorite memories while making an album, resulting in the following exchange.

SH : “Yeah. So next year marks the 25th anniversary of your first album, "Doggy Style". What was your favorite memory making that album”

SD : “Even though we were in a gang-heavy area, we made music for everyone, aiming for good times. The studio back then always felt magical, a feeling I rarely find now, 20 years into my career. That magic, where we weren't just chasing money, was truly special.” (3)

The utterance (3) above falls under the violation of Grice's cooperative principle. The maxims that is violated is the maxims of quantity. The violation is reflected in the excessive answer from SD. In utterance (3), it is evident that SD is excessive in answering SH's question, as SD should have simply replied with *That magic in the studio, where we weren't just chasing money, was truly special*, since that utterance would have been sufficient to answer SH's question.

Datum 4 :

This conversation took place between Steve Harvey and Snoop Dogg discussing children's shows on television, resulting in the following dialogue.

SH : “Well, Uncle Snoop is also Granddaddy Snoop. Do you ever get roped into watching all the kids shows on TV? You gotta watch it with 'em.”

SD : “Honestly, Steve, I've watched so many kids' shows with my grandson that I'm going to create my own. While these shows offer great learning experiences,

they lack a hip-hop element—my element. I feel kids love me, so why not give them something I create?” (4)

The utterance (4) above falls under the violation of Grice's cooperative principle. The maxims that is violated is the maxims of quantity. The violation is reflected in the excessive answer from SD. In utterance (4), it is evident that SD is excessive in answering SH's question, as SD should have simply replied with *Honestly, Steve, I've watched so many kids' shows with my grandson that I'm going to create my own*, since that utterance would have been sufficient to answer SH's question.

Datum 6 :

The conversation (6) took place between Steve Harvey and Snoop Dogg, discussing the dreams that Snoop Dogg has achieved. The utterance can be seen as follows.

SH : “I think it'd be cool.”

SD : “See, most of my ideas start with just me believing in them. But because they come from my heart, they always come to life. I don't like to talk about an idea unless I know I can make it happen. You just have to dream, and sometimes, those dreams really do come true.” (6)

The utterance (6) above is a violation of Grice's cooperative principle. The maxims that is violated is the maxims of quantity. The violation of the maxims is reflected in the excessive answer from SD. In utterance (6), it is clear that SD overreacts in responding to SH's expression, whereas SD should have simply responded with *Yeah, most of my ideas start like that, Steve*, because that statement would have been sufficient to answer SH's question.

Datum 7 :

This conversation took place between Steve Harvey as the host and Snoop Dogg as one of the guests. This conversation took place when Steve Harvey discussed Snoop Dogg's player who made it into the NFL, leading to the following exchange.

SH : "Now, listen to this folks. 13 of Snoop's players have made it to the NFL. 100 of them are in division one college football programs, and a 150 of 'em are in high school football, right now. Right now."

SD : "It's a true blessing, Steve, to use my God-given success. By dedicating a portion of it, I'm helping to raise a new generation of productive young men and women who will live differently than what they've known." (7)

SD's utterance in utterance (7) above, which answers SH's statement, falls under the violation of Grice's cooperative principle. The maxims that was

violated is the maxims of quantity. The violation is reflected in the lengthy and excessive response from SD. In utterance (7), it is evident that SD provided a response that was very long and excessive, resulting in a violation of the maxims of quantity. SD should have simply answered with *It's a true blessing, Steve, to use my God-given success*, because that statement was enough to answer SH's statement.

Datum 11 :

This conversation took place between Steve Harvey as the host and Snoop Dogg as one of the guests. This dialogue occurred when Snoop Dogg asked about the drama starring Snoop Dogg. The conversation went as follows.

SH : “*What is Redemption of a Dogg about?*”

SD : “*Redemption of a Dogg stars me, Tamar, and a fantastic cast. It's about a man's journey to find the right path in life. In his search, he loses his legacy, fame, and even his wife. With nowhere else to turn, he finds redemption and rebuilds his life through God. Tamar plays my angel, helping me get back on track.*” (11)

SD's utterance in utterance (11) above, which answers SH's question, falls under the violation of Grice's cooperative principle. The maxims that was violated is the maxims of quantity. The violation is reflected in the lengthy and

excessive response from SD. In utterance (11), it is evident that SD provided a response that was very long and excessive, resulting in a violation of the maxims of quantity. SD should have simply answered with *Redemption of a Dogg stars me, Tamar, and a fantastic cast. It's about a man's journey to find the right path in life*, because that utterance is sufficient to answer SH's question.

Datum 12 :

This conversation took place between Steve Harvey as the host and Tamar Braxton as one of the guests on the talk show. Steve Harvey asked about Tamar Braxton's feelings. The conversation went as follows.

SH : *"I wanna be there the first night before y'all go, "Wait a minute, Tamar, you the angel." 'Cause I know they gonna say that. What's that been like for you?"*

TB : *"Oh, it's been amazing. I let him be who he is. You know, I'm not judging what he do. Everybody know he smoke, I don't talk about him smoking. And I actually encourage it."* (12)

The utterance (12) above is a violation of Grice's cooperative principle. The maxims that is violated is the maxims of quantity. The violation of the maxims is reflected in the excessive answer from TB. In utterance (12), it is

clear that TB overreacts in responding to SH's expression, whereas SD should have simply responded with *Oh, it's been amazing* because that statement would have been sufficient to answer SH's question.

Datum 15 :

This conversation took place between Steve Harvey as the host and Tamar Braxton as one of the guests on the talk show. At first, Tamar explained that she didn't use the script the next day while filming, then Steve interjected with a question, leading to the following conversation. The conversation went as follows.

TB : "Let me tell you something. To be honest, we've got our scripts, he was off book the next day."

SH : "Off book means you don't use your script?"

TB : "No script, nothing. We did the table read the night before. And this was at nine o'clock I went home. The next day at noon, he was off the book. Like he's so professional. No really. I was astonished, I couldn't believe it. Look, aye." (15)

The utterance (15) above is a violation of Grice's cooperative principle. The maxims that is violated is the maxims of quantity. The violation of the

maxims is reflected in the excessive answer from TB. In utterance (15), it is clear that TB overreacts in responding to SH's expression, whereas SD should have simply responded with *No script, nothing* because that statement would have been sufficient to answer SH's question.

Datum 16 :

This dialogue took place between Steve Harvey as the host and Snoop Dogg as one of the guests on the talk show. The conversation occurred when Steve asked who often arrives late to the filming location. The conversation can be seen below.

SH : *"Next question. Who's more likely to be late to the set?"*

SD : *"The set is at my spot, and I'm still late."*

SH : *"Oh, it's at your studio?"*

SD : *"Yes and I'm still the late... The last one in there." (16)*

The utterance 16) above is a violation of Grice's cooperative principle. The maxims that is violated is the maxims of quantity. The violation of the maxims is reflected in the excessive answer from SD. In utterance (16), it is clear that SD overreacts in responding to SH's expression, whereas SD should

have simply responded with *Yes* because that statement would have been sufficient to answer SH's question.

Datum 18 :

This dialogue took place between Steve Harvey as the host and Snoop Dogg as one of the guests on the talk show. The conversation occurred when Steve asked when will the theaters be released. The conversation can be seen below.

SH : "It's gonna be hitting theaters, when?"

TB : "October 5th in Houston." (18)

The utterance (18) above is a violation of Grice's cooperative principle. The maxims that is violated is the maxims of quantity. The violation of the maxims is reflected in the excessive answer from TB. In utterance (18), it is clear that TB overreacts in responding to SH's expression, whereas TB should have simply responded with *Yes* because that statement would have been sufficient to answer SH's question. While in the data (18), TB added the place where the theater was held.

Datum 19 :

This dialogue took place between Steve Harvey as the host and Snoop Dogg as one of the guests on the talk show. The conversation took place when Steve Harvey asked Snoop Dogg about how many cities he would visit. The conversation can be seen below.

SH : “And how many cities are you thinking about doing?”

SD : “We’re doing about 25 cities, man. Coming to a hood near you.” (19)

The utterance (19) above is a violation of Grice's cooperative principle. The maxims that is violated is the maxims of quantity. The violation of the maxims is reflected in the excessive answer from SD. In utterance (19), it is clear that SD overreacts in responding to SH's expression, whereas SD should have simply responded with *We’re doing about 25 cities* because that statement would have been sufficient to answer SH's question.

Datum 20 :

This conversation took place between Steve Harvey as the host and Charlie Wilson as one of the guests on the talk show. The conversation occurred when Steve discussed how Charlie could convince Snoop Dogg to quit smoking. The conversation can be seen below.

SH : “You all know it, that was music royalty who just walked in. I've known both of you guys for years. Charlie, you and I go way back to the nineties. And Charlie, you actually convinced Snoop to quit smoking for a year.”

CW : “Yeah, I pulled Snoop into his kitchen, telling him I needed to talk. He was surprised when I told him to sit down. I then told him directly, 'You need to quit smoking. You have a wife and kids.' After about 15 seconds, he simply said, 'Okay.' I followed up with him daily and weekly, and he stayed clean.” (20)

The utterance (20) above is a violation of Grice's cooperative principle. The maxims that is violated is the maxims of quantity. The violation of the maxims is reflected in the excessive answer from CW. In utterance (20), it is clear that CW overreacts in responding to SH's expression, whereas CW should have simply responded with *Yes, I managed to do that*, because that statement would have been sufficient to answer SH's statement.

Datum 21 :

This conversation took place between Steve Harvey as the host and Charlie Wilson as one of the guests on the talk show. The conversation took place when Steve asked about how Snoop Dogg and Charlie Wilson met and became friends. The conversation that took place is as follows.

SH : “How'd you guys meet and become friends?”

SD : "I once saw Charlie at an AM/PM, and he was struggling with drugs. I told myself I'd find him and help him, though I didn't know why; I just felt something. Later, after getting a studio, I asked Val Young (Lady V) to bring Charlie in. He came to the studio every day, working with us. A woman who was always with him kept telling us not to smoke around him, which we initially resisted. One day, she pulled me aside and firmly said, "You are not going to smoke around Charlie. If you do, I won't bring him back." So, we stopped. Charlie got his life together, stayed off drugs, and she even helped us shape our own lives. The amazing part is, he ended up marrying her – his counselor. She cared so much for him that he made her his wife. Now she's my auntie, and I'm incredibly grateful for everything she did." (21)

The utterance (21) above is a violation of Grice's cooperative principle. The maxims that is violated is the maxims of quantity. The violation of the maxims is reflected in the excessive answer from SD. In utterance (21), it is clear that SD overreacts in responding to SH's expression, whereas SD should have answered with a simple sentence that was sufficient to answer SH's question.

Datum 22 :

This conversation took place when Steve Harvey asked about the reason Snoop Dogg created a new gospel album. The conversation was as follows.

SH : "It's true, you don't have to be stuck in one way of life. Snoop, you've got a new gospel album, 'Snoop presents the Bible of Love,' which is like an all-star gospel record featuring artists like Charlie Wilson, Patti LaBelle, and the Clark Sisters. What inspired you to create it?"

SD : "My grandmother loved me deeply, but I could never play my music for her. She'd always be listening to Jimmy Swaggart. I started wondering how I could make music she'd enjoy. After she passed, at her funeral, my aunt sang a song called 'Let Your Work Speak for You,' and a spirit came over me. I realized I needed to make a record about love, my spirit, and my upbringing just celebrating and spreading love because there's so much negativity. That's how this positive project was born. I called all my friends and church contacts, everyone said yes, and now we have a number one album, four weeks straight."

(22)

The utterance (22) above is a violation of Grice's cooperative principle. The maxims that is violated is the maxims of quantity. The violation of the maxims is reflected in the excessive answer from SD. In utterance (22), it is

evident that SD is excessive in answering SH's question, whereas SD should have answered the question briefly and clearly.

Datum 24 :

This conversation took place between Steve Harvey as the host and Snoop Dogg as one of the guests on the talk show. The conversation took place when Steve Harvey asked about Snoop Dogg's news. The conversation was as follows.

SH : "Snoop, how you been, man?"

SD : "I'm good, Steve, I'm chilling, man. Enjoying life." (24)

The utterance (24) above is a violation of Grice's cooperative principle. The maxims that is violated is the maxims of quantity. The flouting maxims is reflected in the excessive answer from SD. In utterance (24), it is evident that SD is excessive in answering SH's question, whereas SD should have answered *I'm good, Steve*. However, in that conversation, Snoop Dogg added the sentence *I'm chilling, man. Enjoying life*, which caused a flouting maxims of quantity.

Datum 25 :

This conversation took place between Steve Harvey as the host and Snoop Dogg as one of the guests on the talk show. The conversation began when Steve Harvey asked Snoop Dogg if he was ready to help Donna win some money. The conversation went as follows.

SH : “Probably ain't gon' be able to get that far down. All right, aye, Snoop, you ready to help Donna win some money?”

SD : “I’m gonna help her get a whole lot of money.” (25)

The utterance (25) above is a violation of Grice's cooperative principle. The maxims that is violated is the maxims of quantity. The flouting maxims is reflected in the excessive answer from SD. In utterance (25), it is evident that SD is excessive in answering SH's question, whereas SD should have answered *Yes, I'm ready*. However, in that conversation, Snoop Dogg added the sentence *I'm gonna help her get a whole lot of money*, which caused a flouting maxims of quantity.

b. Form of Flouting Maxims of Quality

Maxims of quality desires that participants convey information according to the facts. The contributions made by conversation participants

should be accompanied by existing evidence. Speaking without adequate evidence can be said to violate the maxims of quality. The dialogue between the host and the guest in the Steve TV talk show program, which the author has collected data on, will be classified by the researcher as follows for flouting maxims of quality.

Datum 17 :

This conversation took place between Steve Harvey as the host and Tamar Braxton as one of the guests on the talk show. This conversation took place when Steve Harvey asked a question and responded to the audience's answer. The conversation can be seen below.

SH : "Damn. The audience is answering. Wait Tamar, did you hear the crowd? I said "Who the loudest on the set?" "Tamar"

TB : "Oh yeah, oh yeah"

SH : "You know she crazy" (17)

The utterance (17) above constitutes a violation of Grice's cooperative principle. The maxims that was violated is the maxims of quality. The violation is illustrated by SH's response mentioning that Tamar Braxton's condition is crazy in the data (17). The response given by SH in data (17) is an untrue statement, as there is no evidence showing that Tamar is crazy.

c. Form of Flouting Maxims of Relevance

The maxims of relevance desires that participants contribute appropriately to the topic of conversation. The utterance delivered must be relevant to the topic being discussed; if the utterance is not in accordance with what is being discussed, it can be said to have violated the maxims of relevance. The utterances between the host and the guest in the Steve TV talk show program, which the author has collected data on, will then be classified by the researcher into flouting maxims of relevance as follows.

Datum 2 :

This conversation took place between Steve Harvey as the host and Snoop Dogg as one of the guests on the talk show. This conversation began when Steve Harvey asked Snoop Dogg for his opinion about a TV show that suggested Tupac might still be alive. The conversation went as follows.

SH : “You know, a few weeks ago now, Ice-T did an investigative TV special to find Biggie and Tupac's killer. And he spoke to Suge Knight who alluded that Tupac may possibly be alive. What you think?”

SD : “That’s good TV.” (2)

Utterance (2) above falls under the violation of Grice's cooperative principle. The maxims that is violated is the maxims of relevance. The violation

is reflected in SD's response in utterance (2), which is not a relevant contribution to SH's question. SD's contribution is actually not in line with what SH asked. SD's response in data (18) did not include an answer regarding SD's opinion on SH's question explaining that Tupac might still be alive, thus causing a flouting maxims of relevance.

Datum 5 :

This conversation took place when Steve Harvey and Snoop Dogg discussed Snoop Dogg's character and compared it to someone else's. The conversation can be seen below.

SD : "Yeah, sort of kind of like how Mr. Rogers was. You know what I'm saying? You know? When you get a ..."

SH : "Nah, nah. That's not a good comparison, Snoop." (5)

The utterance (5) above constitutes a violation of Grice's cooperative principle. The maxims that was violated is the maxims of relevance. The violation is reflected in SH's response to utterance (5), which is not a relevant contribution to SD's statement. SH's contribution is actually not in line with what SD stated. SH's response in data (5) does not align with SD's statement explaining that SD's character might be similar to Mr. Roger's character.

Datum 8 :

This conversation began when Steve Harvey asked about the recipes in Snoop Dogg's cookbook. The conversation went as follows.

SH : "Now, what kinda recipes is in your cookbook?"

SD : "Well, I mean, the book is called, "From Crook to Cook."" (8)

Utterance (8) above falls under the violation of Grice's cooperative principle. The maxims that is violated is the maxims of relevance. The violation is reflected in SD's response in utterance (8), which is not a relevant contribution to SH's question. SD's contribution is actually not in line with what SH asked. SD's answer in data (8) does not include a response to SH's question regarding the recipe in SD's cookbook.

Datum 9 :

This conversation began when Snoop Dogg explained that he had a special recipe. The conversation went as follows.

SD : "I got one recipe that I know you'd really be kind of is the fried baloney sandwich with barbecue chips."

TB : "Praise him." (9)

Utterance (9) above falls under the violation of Grice's cooperative principle. The maxims that is violated is the maxims of relevance. The violation is reflected in TB's response in utterance (9), which is not a relevant contribution to SD's statement. TB's contribution is actually not in line with what SD statement. TB's answer in data (9) does not include an answer regarding SD's opinion on SD's statement explaining that he has a special recipe, thus causing a flouting maxims of relevance.

Datum 10 :

This conversation began when Snoop Dogg explained that he suggested buying Snoop Dogg's cookbook. The conversation went as follows.

SH : That's one of the legendary hood sandwiches. Let me tell you something, if you ain't had this, you need to get this cookbook. ”

SD : “And then it goes from there to like a Lobster Thermidor.”

SH : “Really?”

SD : “Oh yeah. I'm cuisining on it.” (10)

The utterance (10) above constitutes a violation of Grice's cooperative principle. The maxims that was violated is the maxims of relevance. The violation is reflected in SD's response in utterance (10), which is not relevant

to SH's question. SD's contribution is actually not in line with what SH asked. SD's answer in data (10) does not contain a response to SH's question regarding the cookbook offered by SD, thus causing a flouting maxims of relevance.

Datum 14 :

This conversation began when Steve Harvey explained the rules of the game that the guests would participate in. The conversation went as follows.

SH : “: And some habits that you may like, but some, maybe not so much. So I thought, that it would be a cool thing, a fun thing to do, to find out a little bit more about Snoop and Tamar in a game that I'm calling, "Who Is It?". Now, I'ma give each one of you a fan with each other's picture on it.”

SD : “Oh, that's a church fan, praise God.”

TB : “Only do it. They scream louder.” (14)

Utterance (14) above falls under the violation of Grice's cooperative principle. The maxims that is violated is the maxims of relevance. The violation is reflected in SD's response in utterance (14), which is not a relevant contribution to SH's explanation. SD's contribution is actually not in line with what SH explanation. The SD answer in data (14) does not include a response

regarding SH's explanation about a game that will be played, thus causing a flouting maxims of relevance.

Datum 23 :

This conversation takes place between Snoop Dogg as a guest and Donna Robert as another guest on the talk show. This conversation begins when Snoop Dogg greets the newly arrived Donna Robert. The conversation went as follows.

SD : "Hello, lovely."

DR : "I need to hug you too, thank you." (23)

The utterance (23) above constitutes a violation of Grice's cooperative principle. The maxims that was violated is the maxims of relevance. The violation is reflected in DR's response to utterance (23), which is not a relevant contribution to SD's greeting. DR's contribution is actually not in line with the greeting given by SD. DR's response in data (23) does not include an answer related to the greeting given by SD when DR just arrived, thus causing a flouting maxims of relevance.

Datum 26 :

This conversation took place when Steve Harvey asked Snoop Dogg to help Donna Robert finish the game. The conversation went as follows.

SH : “Now, Snoop, you gotta help her.”

SD : “I got a good memory too, so I’m good at this kind of game.” (26)

The utterance (26) above constitutes a violation of Grice's cooperative principle. The maxims that was violated is the maxims of relevance. The violation is reflected in SD's response to utterance (26), which is not a relevant contribution to SH's utterance. The contribution from SD is actually not in line with the utterance given by SH. SD's response in data (26) does not include an answer related to the utterance given by SH when SH asked for help to finish the game, thus violating the maxims of relevance.

Datum 27 :

This conversation took place when Steve Harvey asked Snoop Dogg to memorize all the displayed lyrics. The conversation went as follows.

SH : “You gotta remember all these lyrics.”

SD : “Yeah, I’m gonna show you. I can show you better than I can tell you.” (27)

The utterance (27) above constitutes a violation of Grice's cooperative principle. The maxims that was violated is the maxims of relevance. The violation is reflected in SD's response to utterance (27), which is not a relevant contribution to SH's utterance. SD's contribution is actually not in line with the utterance given by SH. SD's response in data (26) does not include an answer related to the utterance given by SH when SH instructed to memorize all the displayed lyrics, thus causing a violation of the relevance maxims.

d. Form of Flouting Maxims of Manner

Maxims requires every conversation participant to speak directly, without vagueness, ambiguity, or excess, so as not to raise new questions. The utterance delivered must be brief, concise, and clear. If the speech delivered is vague or confusing, it can be said to have violated the maxims of manner.

The dialogue between the host and the guest in the Steve TV talk show program on the YouTube channel, which the author has collected data from, will be classified into utterances that violate the maxims of manner. The data can be seen as follows.

Datum 13 :

This conversation began when Steve Harvey asked about the work dynamics between Snoop Dogg and Tamar Braxton.

SH : *“What is this dynamic like for you two working together?”*

SD : *“You know what? I've always been a fan of her and her music, and everything that she's brought to the table since she came in the game. When I got with Je'Caryous Johnson, the writer and the director, your name was first on the list, and we didn't have no backups. It wasn't no seconds, it was like, "Go get her, we want her." Know that.”* (13)

Utterance (13) above constitutes a violation of Grice's cooperative principle. The maxims that was violated is the maxims of manner. The violation is reflected in the response given by SD, which is very long and convoluted, and SD even explains what was not the question of SH. In the utterance data (13) appears that SD made an unclear statement, thus causing a flouting maxims of manner.

e. The Reason for the Flouting Maxims of Quantity

Data at this stage is obtained based on documentation, observation, and note-taking of the host's (Steve Harvey) utterances with his guests that occur in the Steve TV talk show program aired on the YouTube channel. The reason for the flouting maxims of quantity is obtained by analyzing pairs of utterances and the context that underlies the emergence of the utterances. Pairs of utterances

that fall under the flouting maxims of quantity are coded, then compared based on the same meaning, and the reasons for the violation are determined.

After analysis, flouting maxims of quantity were found in 16 pairs of utterances. Among these 16 pairs of violating utterances, 3 categories of reasons for the flouting maxims of quantity were identified: sharing information, friendliness, and politeness. A more detailed explanation of these categories can be found below.

1) Flouting maxims of quantity due to “share information”

Datum 1 :

SH : “You went on the show with P. Diddy right when they were trying to start the West Coast-East Coast beef, and things were really tense. Why'd you do it?”

SD : “My goal was to demonstrate the true bond Puffy and I shared, countering the exaggerated East Coast-West Coast rivalry. People blew it out of proportion; we actually cared for each other and our music. This appearance was an opportunity to show everyone our mutual affection.”

(1)

The reason for the flouting maxims of quantity in utterance (1) above is because SD wants to share information. This is illustrated in utterance (1)

where SD provides information that the incident did not fully match the exaggerated version, which SH did not need at that moment.

Datum 3 :

SH : “Yeah. So next year marks the 25th anniversary of your first album, “Doggy Style”. What was your favorite memory making that album?”

SD : “Even though we were in a gang-heavy area, we made music for everyone, aiming for good times. The studio back then always felt magical, a feeling I rarely find now, 20 years into my career. That magic, where we weren't just chasing money, was truly special” (3)

The reason for the flouting maxims of quantity in utterance (3) above is that SD wants to share information. This is illustrated in utterance (3) where SD provides information that the music production happening in the studio, which SH did not need at that time.

Datum 4 :

SH : “Well, Uncle Snoop is also Granddaddy Snoop. Do you ever get roped into watching all the kids shows on TV? You gotta watch it with 'em.”

SD : “Honestly, Steve, I've watched so many kids' shows with my grandson that I'm going to create my own. While these shows offer great learning experiences, they lack a hip-hop element—my element. I feel kids love me, so why not give them something I create?” (4)

The reason for the flouting maxims of quantity in utterance (4) above is that SD wants to share information. This is illustrated in utterance (4) where SD provides information that SD explains their feelings when watching a children's show on TV with their grandchild, which SH did not need at that moment.

Datum 6 :

SH : “I think it'd be cool.”

SD : “See, most of my ideas start with just me believing in them. But because they come from my heart, they always come to life. I don't like to talk about an idea unless I know I can make it happen. You just have to dream, and sometimes, those dreams really do come true”. (6)

The reason for the flouting maxims of quantity in utterance (6) above is because SD wants to share information. This is illustrated in utterance (6) where SD provides information that SD explains about ideas and dreams that have been achieved, which SH did not need at that time.

Datum 11 :

SH : “What is Redemption of a Dogg about?”

SD : “Redemption of a Dogg stars me, Tamar, and a fantastic cast. It's about a man's journey to find the right path in life. In his search, he loses his legacy, fame, and even his wife. With nowhere else to turn, he finds redemption and rebuilds his life through God. Tamar plays my angel, helping me get back on track.” (11)

The reason for the flouting maxims of quantity in utterance (11) above is that SD wants to share information. This is illustrated in utterance (11) where SD provides information that SD explains TB's role in the drama, which SH did not need at that moment.

Datum 12 :

SH : “I wanna be there the first night before y'all go, "Wait a minute, Tamar, you the angel." 'Cause I know they gonna say that. What's that been like for you?”

TB : “Oh, it's been amazing. I let him be who he is. You know, I'm not judging what he do. Everybody know he smoke, I don't talk about him smoking. And I actually encourage it.” (12)

The reason for the flouting maxims of quantity in utterance (12) above is because TB wants to share information. This is illustrated in utterance (12) where TB provides information that TB explains about TB not prohibiting SD from quitting smoking, which SH did not need at that moment.

Datum 15 :

TB : “Let me tell you something. To be honest, we’ve got our scripts, he was off book the next day.”

SH : “Off book means you don't use your script?”

TB : “No script, nothing. We did the table read the night before. And this was at nine o'clock I went home. The next day at noon, he was off the book. Like he's so professional. No really. I was astonished, I couldn't believe it. Look, aye.” (15)

The reason for the flouting maxims of quantity in utterance (15) above is because TB wants to share information. This is illustrated in utterance (15) by SD, who provides information that SD explains about TB not having a script during filming, which SH did not need at that time.

Datum 16 :

SH : “Next question. Who's more likely to be late to the set?”

SD : “The set is at my spot, and I'm still late.”

SH : “Oh, it's at your studio?”

SD : “Yes and I'm still the late... The last one in there.” (16)

The reason for the violation of the maxims of quantity in utterance (16) above is because SD wants to share information. This is illustrated in utterance (16) where SD provides information that SD explains that the location used for filming is SD's place, which SH did not need at that moment.

Datum 18 :

SH : “It's gonna be hitting theaters, when?”

SD : “October 5th in Houston.” (18)

The reason for the flouting maxims of quantity in utterance (18) above is that SD wants to share information. This is illustrated in utterance (18) where SD provides information that the film starring SD will be screened in Houston, which SH did not need at that moment.

Datum 19 :

SH : “And how many cities are you thinking about doing?”

SD : “We’re doing about 25 cities, man. Coming to a hood near you.” (19)

The reason for the flouting maxims of quantity in utterance (19) above is that SD wants to share information. This is illustrated in utterance (19) where SD provides information that SD will come to the vicinity of his fans, which SH did not need at that time.

Datum 20 :

SH : “You all know it, that was music royalty who just walked in. I’ve known both of you guys for years. Charlie, you and I go way back to the nineties. And Charlie, you actually convinced Snoop to quit smoking for a year.”

CW : “Yeah, I pulled Snoop into his kitchen, telling him I needed to talk. He was surprised when I told him to sit down. I then told him directly, ‘You need to quit smoking. You have a wife and kids.’ After about 15 seconds, he simply said, ‘Okay.’ I followed up with him daily and weekly, and he stayed clean.” (20)

The reason for the flouting maxims of quantity in utterance (20) above is because CW wants to share information. This is illustrated in utterance

(20) where CW provides lengthy information about his conversation with SD when advising SD to quit smoking, which SH did not need at that moment.

Datum 21 :

SH : “How'd you guys meet and become friends?”

SD : “I once saw Charlie at an AM/PM, and he was struggling with drugs. I told myself I'd find him and help him, though I didn't know why; I just felt something. Later, after getting a studio, I asked Val Young (Lady V) to bring Charlie in. He came to the studio every day, working with us. A woman who was always with him kept telling us not to smoke around him, which we initially resisted. One day, she pulled me aside and firmly said, "You are not going to smoke around Charlie. If you do, I won't bring him back." So, we stopped. Charlie got his life together, stayed off drugs, and she even helped us shape our own lives. The amazing part is, he ended up marrying her – his counselor. She cared so much for him that he made her his wife. Now she's my auntie, and I'm incredibly grateful for everything she did” (21)

The reason for the flouting maxims of quantity in utterance (21) above is that SD wants to share information. This is illustrated in utterance (21)

where SD provides lengthy information about Lady V's story with CW, which SH did not need at that time.

Datum 22 :

SH : "It's true, you don't have to be stuck in one way of life. Snoop, you've got a new gospel album, 'Snoop presents the Bible of Love,' which is like an all-star gospel record featuring artists like Charlie Wilson, Patti LaBelle, and the Clark Sisters. What inspired you to create it?"

SD : "My grandmother loved me deeply, but I could never play my music for her. She'd always be listening to Jimmy Swaggart. I started wondering how I could make music she'd enjoy. After she passed, at her funeral, my aunt sang a song called 'Let Your Work Speak for You,' and a spirit came over me. I realized I needed to make a record about love, my spirit, and my upbringing just celebrating and spreading love because there's so much negativity. That's how this positive project was born. I called all my friends and church contacts, everyone said yes, and now we have a number one album, four weeks straight." (22)

The reason for the flouting maxims of quantity in utterance (22) above is that SD wants to share information. This is illustrated in utterance (22)

where SD provides lengthy information about his grandmother, which serves as the basis for his album, something SH did not need at that moment.

2) Flouting maxims of quantity due to “politeness”

Datum 7 :

SH : “Now, listen to this folks. 13 of Snoop's players have made it to the NFL. 100 of them are in division one college football programs, and a 150 of 'em are in high school football, right now. Right now.”

SD : “It's a true blessing, Steve, to use my God-given success. By dedicating a portion of it, I'm helping to raise a new generation of productive young men and women who will live differently than what they've known.” (7)

Based on the utterance data (7), it was found that the violation of the quantity maxim was caused by SD answering SH's statement at length with a sentence of gratitude for what God has given. That constitutes a polite response to the statement made.

3) Flouting maxims of quantity due to “friendliness”

Datum 24 :

SH : “Snoop, how you been, man?”

SD : "I'm good, Steve, I'm chilling, man. Enjoying life." (24)

The reason for the flouting maxims of quantity in utterance (24) above is that SD wants to appear friendliness. This is reflected in SD's utterance, which provides additional information that SH does not need, namely *I'm chilling, man. Enjoying life*. That remark was added by Snoop Dogg to appear friendliness when answering Steve Harvey's question.

Datum 25 :

SH : "Probably ain't gon' be able to get that far down. All right, aye, Snoop, you ready to help Donna win some money?"

SD : "I'm gonna help her get a whole lot of money." (25)

The reason for the flouting maxims of quantity in utterance (25) above is that SD wants to appear friendliness. This is reflected in SD's utterance, which provides additional information that SH does not need, namely *I'm gonna help her get a whole lot of money*. That remark was added by Snoop Dogg to appear friendliness when answering Steve Harvey's question.

f. The Reason for the Flouting Maxims of Quality

Data at this stage is obtained based on documentation, observation, and note-taking of the host's (Steve Harvey) speech with his guests that occurs in the Steve TV talk show program. The reason for the violation of the quality maxims is obtained by analyzing the speech pairs and the context that underlies the emergence of the speech. Pairs of utterances that fall under the violation of the maxims quality are coded, then compared based on the same meaning, and the reasons for the violation are determined.

After analysis, it was found that only one pair of utterances violated the maxims of quality, categorized under the reason for the flouting maxims of quality due to humor. A more detailed explanation regarding that category can be found below.

1) Flouting maxims of quality due to “humor”

Datum 17 :

SH : “Damn. The audience is answering. Wait Tamar, did you hear the crowd? I said “Who the loudest on the set?” “Tamar”

TB : “Oh yeah, oh yeah

SH : “You know she crazy” (17)

The reason for the flouting maxims of quality in data (17) is that SH created humor to make the atmosphere more relaxed. This is reflected in SH's utterance in data (17), which is *you know she crazy*.

g. The Reason for the Flouting Maxims of Relevance

Data at this stage is obtained based on documentation, observation, and note-taking of the host's (Steve Harvey) speech with his guests that occurs in the Steve TV talk show program. The reason for the flouting maxims of relevance is obtained by analyzing the speech pairs and the context that underlies the emergence of the speech. Pairs of utterances that fall under the flouting maxims of relevance are coded, then compared based on the same meaning, and the reasons for the violation are determined.

After analysis, flouting maxims of relevance were found in 9 pairs of utterances that violated the maxims. From the 9 pairs of utterances that violated the maxims, 5 categories of reasons for flouting maxims of relevance were found, namely: asserting, self-defense, humor, evading, and small talk. A more detailed explanation of these categories can be found below.

1) Flouting maxims of relevance due to “asserting”

Datum 8 :

SH : “Now, what kinda recipes is in your cookbook?”

SD : “*Well, I mean, the book is called, From Crook to Cook*” (8)

The reason for the flouting maxims of relevance that occurs in utterance (8) above is because SD want to share information to emphasize the answer. This is reflected in the SD utterance, namely *Well, I mean, the book is called, From Crook to Cook*. SD's answer indicates that SD wants to emphasize that the cookbook they own is titled From Crook to Cook.

Datum 10 :

SH : *That's one of the legendary hood sandwiches. Let me tell you something, if you ain't had this, you need to get this cookbook.*”

SD : “*And then it goes from there to like a Lobster Thermidor.*”

SH : “*Really?*”

SD : “*Oh yeah. I'm cuisining on it.*” (10)

The reason for the flouting maxims of relevance that occurs in utterance (8) above is because SD want to share information to emphasize the answer. This is reflected in the SD utterance, namely *Oh yeah. I'm cuisining on it.*

Datum 23 :

SD : “Hello, lovely.”

DR : “I need to hug you too, thank you.” (23)

The reason for the flouting maxims of relevance that occurs in utterance (23) above is because DR want to share information to emphasize the answer. This is reflected in the DR utterance, namely *I need to hug you too, thank you.*

2) Flouting maxims of relevance due to “self-defense”

Datum 26 :

SH : “Now, Snoop, you gotta help her.”

SD : “I got a good memory too, so I’m good at this kind of game.” (26)

Based on the utterance data (26), it was found that the reason for the flouting maxims of relevance was due to SD defending himself. This is illustrated in the sentence *I got a good memory too, so I’m good at this kind of game.*

Datum 27 :

SH : "You gotta remember all these lyrics."

SD : "Yeah, I'ma show you. I can show you better than I can tell you." (27)

Based on the utterance data (26), it was found that the reason for the flouting maxims of relevance was due to SD defending himself. This is illustrated in the sentence *I can show you better than I can tell you*.

3) Flouting maxims of relevance due to "humor"

Datum 14 :

SH : ": And some habits that you may like, but some, maybe not so much. So I thought, that it would be a cool thing, a fun thing to do, to find out a little bit more about Snoop and Tamar in a game that I'm calling, "Who Is It?". Now, I'ma give each one of you a fan with each other's picture on it."

SD : "Oh, that's a church fan, praise God."

TB : "Only do it. They scream louder." (14)

Flouting maxims caused by humor do not only occur with the maxims of quality. However, after examining the data (14), it was found that humor also became a reason for the violation of the maxims of relevance. The reason for the violation is that the SD's utterance contains humor to create

a more relaxed atmosphere. That is reflected in Snoop's utterance, which is
Oh, that's a church fan, praise God.

4) Flouting maxims of relevance due to “evading”

Datum 2 :

SH : “You know, a few weeks ago now, Ice-T did an investigative TV special to find Biggie and Tupac's killer. And he spoke to Suge Knight who alluded that Tupac may possibly be alive. What you think?”

SD : “That’s good TV.” (2)

Based on the utterance data (2), the reason for the violation of the maxims of relevance is found to be that SD is trying to evade SH's question. This is illustrated in the sentence *That’s good TV*.

Datum 5 :

SD : “Yeah, sort of kind of like how Mr. Rogers was. You know what I'm saying? You know? When you get a ...”

SH : “Nah, nah. That's not a good comparison, Snoop.” (5)

Based on the utterance data (5), the reason for the violation of the maxims of relevance is found to be that SH is trying to evade SD's

statement. This is illustrated in the sentence *Nah, nah. That's not a good comparison, Snoop.*

5) Flouting maxims of relevance due to “small talk”

Datum 9 :

SD : “I got one recipe that I know you'd really be kind of is the fried baloney sandwich with barbecue chips.”

TB : “Praise him.” (9)

Based on utterance (9), there is a violation of the maxim of relevance caused by small talk. This is done to respect the interlocutor's speech.

h. The Reason for the Flouting Maxims of Manner

Data at this stage is obtained based on documentation, observation, and note-taking of the host's (Steve Harvey) speech with his guests that occurs in the Steve TV talk show program. The reason for the flouting maxims of manner is obtained by analyzing the speech pairs and the context that underlies the emergence of the speech. Pairs of utterances that fall under the flouting maxims of manner are coded, then compared based on the same meaning, and the reasons for the violation are determined.

After analysis, it was found that only one pair of utterances violated the maxims of manner, categorized under the reason for the flouting maxims of manner due to share information. A more detailed explanation regarding that category can be found below.

1) Flouting maxims of manner due to “share information”

Datum 13 :

SH : “What is this dynamic like for you two working together?”

SD : “You know what? I've always been a fan of her and her music, and everything that she's brought to the table since she came in the game. When I got with Je'Caryous Johnson, the writer and the director, your name was first on the list, and we didn't have no backups. It wasn't no seconds, it was like, "Go get her, we want her." Know that.” (13)

The violation caused by sharing information also occurred in the maxims of manner. The reason for sharing information was that SD answered SH's question in detail to explain how SD and TB started working together.

B. Discussion

In this section, the researcher interprets the results of data processing regarding violations and the reasons for the occurrence of maxim violations in accordance with Grice's theory of the cooperative principle in the Steve TV talk show program.

Based on data analysis, several forms of flouting maxims of Grice's cooperative principle and the reasons for these violations were found. Of the four maxims, the maxims most frequently violated is the maxims of quantity. Meanwhile, the maxims that is least violated is the maxims of quality and the maxims of manner. From 27 speech data, 16 utterances were found to violate the maxims of quantity with 3 categories of violation reasons. For the maxims of quality, out of 27 speech data, 1 utterance was found to violate the maxims of quality with 1 category of violation reason. For the maxims of relevance, out of 27 speech data, 9 speeches were found to violate the maxims of relevance with 5 categories of violation reasons. Next, from 83 speech data, 1 utterance was found to violate the maxims of manner with 1 category of violation reason.

That fact is in line with the statement by Fajrin and Rohmadi (2016) which states that violations of Grice's cooperative principle occur in all maxims. This proves that the maxims in Grice's cooperative principle cannot be universally applied to all languages. This is inseparable from the culture present in each language used. This is in line with Murray (2009) in his article, which states that the way a person adheres to or violates the maxims and the communicative effect achieved will vary based on the language and culture used.

Regarding the reasons for flouting maxims in the cooperative principle, Jazeri (2008:151) mentions that in a conversation, violations of the maxim are often unavoidable, occurring due to both intentional and unintentional elements. That statement aligns with the findings of this research; violations of Grice's cooperative principle maxims are caused by several reasons, whether personal or related to culture.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter contains the conclusions of the research and recommendations that can be considered based on the obtained research results. Additionally, the researcher recommend various approaches for future research.

A. Conclusion

After conducting data analysis, several research findings can be concluded as follows. Of the four maxims of Grice's cooperative principle, the maxims most frequently violated is the maxims of quantity. Whereas the maxims that is least often violated is the maxims of quality and maxims of manner. The maxims of quality is rarely violated because the Steve TV talk show is a semi-formal event and is watched by many people. Therefore, both the host and the guests must be professional and speak according to the facts.

Forms of flouting maxims of the Grice's cooperative principle from 27 speech data, there are 16 utterances that flouting maxims of quantity with 2 categories of violation reasons, namely sharing information and friendliness. For the maxims of quality, there is 1 utterance that flouting maxims with the reason for the violation being humor. For the maxims of relevance, there are 9 utterances that flouting maxims with 4 categories of violation reasons, namely asserting, self-defense, humor, and evading. For the maxims of manner, there is 1 utterance that flouting maxims with the category reason of sharing information.

In the maxims of quantity, it is desired that participants contribute sufficient information and do not overdo it in conveying the information needed by the conversational partner. In the Steve TV talk show program, additional information is provided in the conversation, which is a form of linguistic politeness and information sharing. Based on the maxims of quality, participants must convey something according to the facts. However, in certain contexts, in the Steve TV talk show, non-factual utterances have also occurred to create a humorous effect and lighten the atmosphere. In the maxims of relevance, there are two important concepts to consider, namely relevance in terms of utterance and meaning, and relevance in terms of context and meaning. Based on the maxims of manner, the tendency of guests to use long, convoluted, and often convoluted speech is an effort to make their speech seem polite. That effort actually becomes the cause of flouting maxims of manner.

Based on the research findings, it can be seen that despite the flouting maxims, the conversational partners do not mind, and the conversation continues smoothly. Flouting maxims of Grice's cooperative principle are common occurrences. Flouting maxims of Grice's cooperative principle are not a flaw in communication; rather, these violations are necessary due to the cultural influences present in a language.

B. Suggestion

The researcher has made efforts to complete and present the results of this study as best as possible. Because in this research the researcher studied in the form of a semi-formal event, namely the Steve TV talk show program, the researcher recommends that future researcher conduct similar research on flouting maxims of the cooperative principle, but with a focus on direct communication in society in everyday life. This is because everyday life in society involves communication that is much more real and can explore conversations more naturally.

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CURRICULUM VITAE



Maulivia Syahada Arsita was born in Batu on June'29, 2000. She graduated from MAN Batu in 2018. During her high school education, she actively participated in flag raisers, dance and gamelan studio, and many others. She also achieved various achievements from several olympiads. She started her higher education in 2018 at the Department of English Literature UIN Maulana Malik Ibrahim Malang and finished in 2025. During her study, she got a lot of experience in organization.

APPENDIX

Speaker	Datum	Utterance	Timeslap	FM	Reason
Snoop Dogg	Datum 1	My goal was to demonstrate the true bond Puffy and I shared, countering the exaggerated East Coast-West Coast rivalry. People blew it out of proportion; we actually cared for each other and our music. This appearance was an opportunity to show everyone our mutual affection.	00.18	FMQN	Share information
Snoop Dogg	Datum 2	That's good TV	01.01	FMR	Evading
Snoop Dogg	Datum 3	Even though we were in a gang-heavy area, we made music for everyone, aiming for good times. The studio back then always felt magical, a feeling I rarely find now, 20 years into my career. That magic, where we weren't just chasing money, was truly special.	01.35	FMQN	Share information
Snoop Dogg	Datum 4	Honestly, Steve, I've watched so many kids' shows with my grandson that I'm going to create my own. While these shows offer great learning experiences, they lack a hip-hop element—my element. I feel kids love me, so why not give them something I create?	02.45	FMQN	Share information
Steve Harvey	Datum 5	Nah, nah. That's not a good comparison, Snoop.	03.31	FMR	Evading
Snoop Dogg	Datum 6	See, most of my ideas start with just <i>me believing in them</i> . But because they come from my heart, they always come to life. I don't like to talk about an idea unless I know I can make it happen. You just have to dream, and sometimes, those dreams really do come true	04.18	FMQN	Share information
Snoop Dogg	Datum 7	It's a true blessing, Steve, to use my God-given success. By dedicating a portion of it, I'm helping to raise a new generation of productive young	05.04	FMQN	Politeness

		men and women who will live differently than what they've known.			
Snoop Dogg	Datum 8	Well, I mean, the book is called, "Froit'a m Crook to Cook." So off the tippy, you know we got some hood hood recipes in there.	06.21	FMR	Share information
Tamar Braxton	Datum 9	Praise him	06.31	FMR	Small talk
Snoop Dogg	Datum 10	Oh yeah. I'm cuisining on it	07.05	FMR	Share information
Snoop Dogg	Datum 11	Redemption of a Dogg stars me, Tamar, and a fantastic cast. It's about a man's journey to find the right path in life. In his search, he loses his legacy, fame, and even his wife. With nowhere else to turn, he finds redemption and rebuilds his life through God. Tamar plays my angel, helping me get back on track.	07.16	FMQN	Share information
Tamar Braxton	Datum 12	Oh, it's been amazing. I let him be who he is. You know, I'm not judging what he do. Everybody know he smoke, I don't talk about him smoking. And I actually encourage it.	08.12	FMQN	Share information
Snoop Dogg	Datum 13	You know what? I've always been a fan of her and her music, and everything that she's brought to the table since she came in the game. When I got with Je'Caryous Johnson, the writer and the director, your name was first on the list, and we didn't have no backups. It wasn't no seconds, it was like, "Go get her, we want her." Know that.	08.25	FMM	Share information
Snoop Dogg	Datum 14	Oh, that's a church fan, praise God	09.28	FMR	Humor
Tamar Braxton	Datum 15	No script, nothing. We did the table read the night before. And this was at nine o'clock I went home. The next day at noon, he was off the book. Like he's so professional. No really. I was astonished, I couldn't believe it. Look, aye.	09.59	FMQN	Share information

Snoop Dogg	Datum 16	Yes and I'm still the late... The last one in there.	10.38	FMQN	Share information
Steve Harvey	Datum 17	You know she crazy	11.08	FMQL	Humor
Snoop Dogg	Datum18	October 5th in Houston	11.34	FMQN	Share information
Snoop Dogg	Datum 19	We're doing about 25 cities, man. Coming to a hood near you.	11.41	FMQN	Share information
Charlie Wilson	Datum 20	Yeah, you should have seen his face when I pulled him into his kitchen. I was like, "Yo Dogg, I need to holla at ya for a second." So he was like, "Word?" So when I came down, I said, "Listen, sit down for a second." He was looking at me like, "Sit down?" You know, so I was like, "You know, check this out, man. You need to quit smoking. You know?" And he was like, "Word?" I was like, "Yeah, you need to quit, man. You know, you got a wife, you got some kids." And about 15 seconds, he says, "Okay." And I checked on him day after day, week after week, he didn't touch nothing	13.38	FMQN	Share information
Snoop Dogg	Datum 21	I once saw Charlie at an AM/PM, and he was struggling with drugs. I told myself I'd find him and help him, though I didn't know why; I just felt something. Later, after getting a studio, I asked Val Young (Lady V) to bring Charlie in. He came to the studio every day, working with us. A woman who was always with him kept telling us not to smoke around him, which we initially resisted. One day, she pulled me aside and firmly said, "You are not going to smoke around Charlie. If you do, I won't bring him back." So, we stopped. Charlie got his life together, stayed off drugs, and she even helped us shape our own lives. The amazing part is, he ended up marrying her – his counselor. She cared so much for him that he made her his wife. Now	14.37	FMQN	Share information

		she's my auntie, and I'm incredibly grateful for everything she did.			
Snoop Dogg	Datum 22	My grandmother, she loved me dearly, and I could never play any of my music for her. I used to go to her house and she'd be watching Jimmy Swaggart and she watching back to back, and just singing all his music. And I was trying to figure out how could I make some music to where my grandmother could enjoy it. And when she passed away, spirit came over me at the funeral, 'cause my auntie was singing a song about my grandmother called, "Let Your Work Speak for You." So I was like, "You know what? I need to let my work speak for me. I need to go and make a record that is about the love that I have, about the spirit that I have, about my upbringing, about just me celebrating love, and just putting love in the air. 'Cause there's so much negativity and hate in the world. And that's how you ask for it with a positive project like this. So I went in, just did it, called all my friends, and all my people in the church world. They all said, yes, they jumped in and here we have it. Number one album, four weeks in a row.	16.04	FMQN	Share information
Donna Robert	Datum 23	I need to hug you too, thank you	17.25	FMR	Share information
Snoop Dogg	Datum 24	I'm good, Steve, I'm chilling, man. Enjoying life.	17.58	FMQN	Friendliness
Snoop Dogg	Datum 25	I'm gonna help her get a whole lot of money.	18.10	FMQN	Friendliness
Snoop Dogg	Datum 26	I got a good memory too, so I'm good at this kind of game.	18.45	FMR	Self-defense

Snoop Dogg	Datum 27	Yeah, I'ma show you. I can show you better than I can tell you.	19.05	FMR	Self-defense
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