



FLOUTING MAXIM AS SHOWN BY CHARACTERS IN A NOVEL ENTITLED *BUFFALO BILL, THE BORDER KING*

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Abstract

This study aims to determine the types of flouting maxim found in Buffalo Bill's novel and to find out the reasons for the characters to flouting the maxims. The researcher used the theory by Grice (1975) to find out the types of maxims in Buffalo Bill's novel, and Cutting (2002) theory to find out the strategies of characters in Buffalo Bill's novel violate these maxims. The data is collected from the novel Buffalo Bill, The Border King where the novel tells the reader about the life story of William F. Cody or known as Buffalo Bill during the Civil War. It was written by Colonel Ingraham and Ned Buntline and published by STREET & SMITH in 1907. The story focuses on the journey of Buffalo Bill. As a result of the analysis of research data, four types of maxim violations were committed by the characters in the novel Buffalo Bill. There is a flouting of maxim of quantity, flouting of maxim of quality, flouting of maxim of relevance, and flouting of maxim of manner. There are a total of twenty records found in Buffalo Bill's novel. flouting of maxim of quantity appears 10 times (47.7%), flouting of maxim of quality does not occur (0%), flouting of maxim of relevance appears 9 times (47.7%), and maxim of manner appears once (4,6%). In the strategy of the characters in the novel Buffalo bill violating the maxims, there are five types of causes for the characters to violate the maxims.

Keywords: *cooperative principle, floating maxim, buffalo bill, types,*

Abstrak

Penelitian ini bertujuan untuk mengetahui jenis-jenis pelanggaran maksim yang terdapat dalam novel Buffalo Bill dan untuk mengetahui alasan para tokoh melakukan pelanggaran maksim. Peneliti menggunakan teori Grice (1975) untuk mengetahui tipe maksim dalam novel Buffalo Bill, dan teori Cutting (2002) untuk mengetahui strategi tokoh dalam novel Buffalo Bill yang melanggar maksim tersebut. Data dikumpulkan dari novel Buffalo Bill, The Border King dimana novel tersebut menceritakan kepada pembaca tentang kisah hidup William F. Cody atau dikenal sebagai Buffalo Bill selama Civil War. Itu ditulis oleh Kolonel Ingraham dan Ned Buntline dan diterbitkan oleh STREET & SMITH pada tahun 1907. Ceritanya berfokus pada perjalanan Buffalo Bill. Dari hasil analisis data penelitian, ditemukan empat jenis pelanggaran maksim yang dilakukan oleh tokoh-tokoh dalam novel Buffalo Bill. Ada pelanggaran maksim kuantitas, pelanggaran maksim kualitas, pelanggaran maksim relevansi, dan pelanggaran maksim cara. Ada total dua puluh catatan yang ditemukan dalam novel Buffalo Bill. pelanggaran maksim kuantitas muncul 10 kali (47,7%), pelanggaran maksim kualitas tidak terjadi (0%), pelanggaran maksim relevansi muncul 9 kali (47,7%), dan pelanggaran maksim cara muncul sekali (4,6%). Dalam strategi tokoh-tokoh dalam novel Buffalo bill melanggar maksim, ada lima jenis penyebab para tokoh melanggar maksim.

Kata kunci: *prinsip koperasi, pepatah apung, paruh kerbau, jenis,*

Introduction

As social creatures, humans need another human to live, when people live together in this world, they are absolutely doing communication. Language is the first thing that needs when doing communication, without language, human cannot do communication. Human lives as a social creature which means that in order to live, human need the support of other human being. In order to build a relationship with other humans, communication is definitely needed (Shannon & Weaver, 1964). The primary element of communication is the language because without language, human cannot communicate.

With regards to social interaction in our everyday lives, communication has an important role because people have to participate in communication to communicate with each other. The means of contact is to connect people with a common view of how the participants provide and receive information to and from each other, which means communication is an important way to transfer our idea or feeling to other people (Shannon & Weaver, 1964). There are two forms of communication, namely, verbal and non-verbal. Verbal communication is communication that uses a word or sounds, while non-verbal communication is communication that uses a signal, such as body language. Communication is more than just speaking. If an utterance is being spoken without a meaning, it could not be called as a communication. Conversation is a traditional mode of communicating. There are two main functions involved in a dialogue. They are speakers and listeners who shift their position. Conversational in speaking that usually happens outside any formal environment, such as worship institutions, law courts, or schools. Thus, the participants must be cooperative to ensure good communication, especially verbal communication (Levinson, 1893, p. 248).

The Cooperative Principle by Grice (1975) must be applied when people want to have a good and smooth conversation, specifically the principle reflected in the Maxim of conversation. Because the receiver will get the meaning of the conversation. In his book entitled *Logic and Conversation*, he proposed four conversation maxims. There are Maxim of Quality, Maxim of Quantity, Maxim of Relation, and Maxim of Manner. The conversational maxim is important as a cooperative principle in conversation, making the speakers talk adequately, truthfully, relevantly, and make the conversation go on smoothly (Grice, 1975).

Buffalo Bill, The Border King novel tells the reader about the life story of William F. Cody or known as Buffalo Bill during the Civil War. It was written by Colonel Ingraham and Ned Buntline which was published by STREET & SMITH in 1907. The story focused on the journey of Buffalo Bill.

Kurniati and Hanidar (2018) found that the characters in *Insidious* and *Insidious 2* flouted all of the Gricean maxims in their study *The Flouting of the Gricean Maxims in the Movies Insidious and Insidious 2*. These are the quality, quantity, relevance, and manner maxims that are being disregarded. 9 examples of the flouting maxim of quality and the flouting maxim of relation from *Insidious 2* are the most common types of flouting maxim identified in *Insidious*. Avoiding upsetting the characters, providing comprehensive explanations, convincing the listener, and criticizing someone's behavior are all reasons for violating the rule in *Insidious* and *Insidious 2*.

In their Study *An Analysis of Flouting Maxim Found In The Film "The Hustle"*, Cahyani, Utami and Putra(2020) identified a variety of flouting maxims, including quality, quantity, relation, and technique. Quantity flouting maxim has the highest frequency, whereas quantity flouting maxim has the lowest frequency. The characters in the film use collaborative motivation the most, while convivial motivation is used the least.

A Pragmatic Analysis of the Flouting Maxims in Kick Andy Talk Show: "Laskar Pelangi," by Evidoyanti and Kustini (2012). This study discovered three sorts of flouting maxims based on Grice's Cooperative Principle: flouting maxim of amount, flouting maxim of relevance, and flouting maxim of manner. According to this survey, the maxim of amount was the most commonly flouted maxim, while the maxim of method was the least frequently flouted maxim.

The floating of maxim not only can be seen in real life but also in the novels. Therefore, the novel was the data source used to analyze the flouting of maxim in this study because it represents the reality in which people flout the maxim almost every day. Buffalo bill, the border king novel specifically chosen by analyzing the flouting maxim through the conversation among the characters of the novel.

Methods

The data source in this study is a novel entitled *Buffalo Bill, The Border King* is an interesting data source to be used as the object of the study. In addition, the selected topic is chosen because it will help readers understand the significance behind

Buffalo Bill, The Border King novel conversations and the reasons why the novel is chosen because it informs readers about the life of Cody and reveals how communication was done during the Civil War. Therefore, analyzing the flouting maxim in the novel will give the readers a better understanding about the conversation within the novel. Mention the method of collecting the data. The data were analyzed by using descriptive qualitative method. This study used the theory from Grice (1975) to classify the types of flouting maxim.

Results and discussion

In this novel, the data source, 20 (twenty) data that contains of flouting maxims has been found. The types of flouting maxim can be seen in table below.

No	Types of Maxim	Occurrence	Percentage
1.	Flouting Maxim of Quantity	10	47,7%
2.	Flouting Maxim of Relevance	9	47,7%
3.	Flouting Maxim of Manner	1	4,6%
	Total	20	100 %

From the table above, it can be seen that the flouting of the maxim of quantity is the most frequently found flouting of the maxim of Buffalo Bill, which is violated 10 times (47.7%). Followed by the Flouting of the maxim of relevance 9 times (28.7%), the

flouting of the maxim of manner once (4,6%), and the maxim of quality 0 times (0%). The reason why the violation of the maxim of quantity is the most frequently violated maxim violation in the Buffalo Bill novel because characters try to convince listeners by providing more information than needed and sometimes, they want to hide the truth.

Flouting Maxim of Quantity

When a speaker brazenly provides more or less information than is necessary, she or he may be violating the quality maxim by purposefully talking too much or too little in accordance with the current conversation's aim. (Grice, 1975, p.52)

Data 1

- Scout : “And, besides, you will be able to deliver a heavier blow to Oak Heart’s gang if you fall upon them unexpectedly; and then, when these ambuscaders rush in, you’ll be ready to cut them to pieces, too.”
- Cody : “Right you are, scout. You are sure of the way?”
- Scout : **“Confident. It’s a bit rough, but I could find it with my eyes bandaged.”**
- Cody : “Lead on, then, scout.”

The scout's statement may be classified as breaching the principle of quantity since he offers Cody a lot of information on the confidence of his clothes. When the scout offered Cody direction to ambush the opponent, Cody wanted to be sure the road was clear so he asked the scouts. The scouts should have answered Cody's inquiries with a simple "yes or no," but instead they offered an overblown response. The Scout's answer breaches the maxim of quantity rules in the strategic flouting maxim because it offers inappropriate answers or information to Cody's queries and supplies a lot of information even though Cody wants to make sure the way is certain.

Data 2

- Cody : “But forewarned is forearmed, eh?”
- Danforth : **“Right you are, Bill! We have the advantage of knowing that they are coming, whereas they will labor under the disadvantage of believing we are unsuspecting.”**

Because Danforth's speech demonstrates that he offers more information than is required, the discussion between Cody and Danforth can be classed as a breach of the quantity maxim. As he stepped back inside the cave, he realized that most of the men were already sound asleep. Cody inquired as to whether he had been warned beforehand. They spoke about how to resist robbers, and Danforth said, "You're correct," but he offered too much information, violating the maxim of quantity rules. When Cody asked Danforth a question, Danforth responded with several answers rather than what was required, in this case, Danforth failed to follow the law of maximizing quantity which provided unnecessary information.

Data 3

Bennett : “The devil! What does this mean, Cody?”
Cody : “**Injuns.**”

Because Cody gives material or responses that are inappropriate to Bennet's query, his speech might be classified as a breach of maxim quantity. When Bennet gives the command to shoot what he's viewing, something occurs.

When Bennet asks, "What does this mean?" Cody just responds, "injuns." In this scenario, Cody's remark may set a bad tone for Bennet's response. Because Cody responded with little information and the response to Bennet's inquiry does not make sense, it may be assumed that Bennet does not comprehend what Cody is saying.

Flouting Maxim of Quality

When a speaker states something wrong or speaks a falsehood, which implies denying something that is considered to be false, this is known as flouting. Grice (1975) further adds that figurative language such as sarcasm, metaphor, meiosis, and exaggeration can be used to defy the quality standard (Grice 1975, p.53-54).

Which one is your data? If there were no data, you don't have to put it in here. You can just describe in the beginning and in the conclusion that you didn't get this type.

Flouting Maxim of Relevance

As a rule, such flouts tend to occur when the response is obviously irrelevant to the topic (abrupt change of topic, overt failure to address interlocutor's goal in asking the question). The flouting in this maxim usually happens when someone does not want to answer the question and directly change the topic.

Data 4

Danforth : “What become of the girl, Cody?”
Cody : “**There she goes, Dick,**”

Because Cody shifts the topic and confuses Danforth, his speech might be classified as a breach of the relevancy rule. When Danforth and Cody are standing on the bank of a river, they notice a person pursuing the defeated warrior. When Danforth inquires about the girl, Cody abruptly shifts the conversation to his commitment to provide an update on how she is doing. Changing the topic is included in the strategies of flouting maxim conversation above because Cody has violated the maxim of relevance rules, which means Danforth imagines what he said, by changing the topic discussed earlier where Danforth asked about a girl, Cody actually whispered and said this is a girl. Cody really stated this is Danforth in hushed tones and didn't say where the girl was with confidence, which is why he offered a useless response. In reality, this situation defies the importance principle. provides an unrelated response The importance principle is defied in this situation.

Data 5

Trooper : “What’s that, Bill?” gasped the trooper.
Bill : **“Call the corporal.”**

Because Bill changes the topic when the Trooper asks about something that it is, the interaction between Trooper and Bill might be classed as a violation of the maxim of relevance. This happens in the middle of the night, while Trooper and Bill are discussing what they smelled and heard. When Trooper inquired, Bill responded with a puzzled expression and advised Trooper to contact the corporal. Bill breaches the rule of relevance in his strategy of flouting maxims by concealing the facts from the trooper. Bill should not have informed the trooper to contact the corporal; instead of instructing the trooper to call the corporal, Bill should have found out what it was and notified him.

Data 6

Cody : “Fort Advance has been surrounded for three days by a thousand red devils under heart! I must see Colonel Royal at once.”
Sentinel : “Is this true, Cody?” Is Major Baldwin threatened?”
Cody : **“Why, sir, your scouts must have been hived up for a week past if they haven’t seen Injun signs,”**

The talk between Cody and the sentinel can be characterized as a breach of the principle of relevance since Cody changes the topic when the sentinel questions about threatened significant Baldwin, and he offers a confused explanation, prompting the sentinel to inquire about it again. Cody shifted the conversation and mentioned something about Scouts instead of addressing her questions. Cody had the aforementioned discussion while in the stronghold of resistance, delivering a crucial message to the Sentinels. And When the Sentinel confirms whether it is true himself to Cody and confirms "is Major Baldwin threatened?" this conversation is included in a topic change strategy when the sentinel asks about him and Major Baldwin's condition, Cody actually answers about the scouts' attack for a week, flouting strategy maxims. Cody's response defies the significance principle. Because it doesn't fit what was asked, it's called a subject shift technique. Cody should have responded "Yes" was him and gave information on whether or not Major Baldwin was threatened. It is clear that the speaker Cody does not follow the order of maxims of s by shifting the topic of the prior talk.

Flouting maxim of Manner

According to Grice (1975:122), flouting the maxim of method occurs when the speakers communicate the message to the listener in an ambiguous or obscure manner. People who disobey the rule of manner by acting obtuse are frequently attempting to exclude a third party. Furthermore, when a speaker disregards the rule of manner, it denotes a lack of clarity in the statement.

Datum 7

Danforth : “And why not White Antelope, as you call her? Is she any better

than any other of the devil's red spawn? Let go of my arm! I'm going to shoot that girl!"

Cody : **"You are beside yourself! She's a messenger, man!"**

Danforth : "That's no excuse."

Cody's statement in this exchange can be classified as a breach of the Procedure maxim since it seeks to exclude other parties and lacks clarity. This occurs when Danforth is about to shoot a girl and Cody forbids it, and Cody immediately replies that you are beside yourself, where Cody's words are so ambiguous and match what Danforth said that Danforth responds to Cody's statement that it's not an excuse

of course Cody had broken the etiquette maxim, he should have just said why Danforth couldn't shoot the girl. Because Cody is attempting to be ambiguous/unclear, he breaches the principle of manner. Cody's statement in this discussion can be classified as a violation of Manner's dictum since he attempts to shift the subject, leaving Danforth perplexed. You shouldn't shoot the girl because she's a messenger, Cody should have said.

Conclusion

The research findings are summarized in this section. Four sorts of maxim breaches were discovered in the Buffalo Bill Novel as a consequence of the study data analysis. There is a breach of the quantity maxim, the quality maxim, the relevance maxim, and the way maxim. In Buffalo Bill's novel, there are a total of twenty recordings. A flouting of the maxim of number appears 10 times, a flouting of the maxim of quality appears 9 times, and a flouting of the maxim of relevance appears once. The most common sort of maxim of flouting committed by the characters in the Buffalo Bill novel is flouting of maxim of the quantity maxim. There are five sorts of causes for the protagonists in Buffalo Bill's novel to breach the maxims in their approach. Six times, the character provides too much information. Four times, I've given too little information. Nine times I've changed the subject and once I've been unclear.

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