
The Analysis of Flouting Maxim in the @Pepekomik comic strip

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Abstract

The purpose of this study is to classify the utterances of deviation and violation of the cooperative principle proposed by Grice in the Pepekomik comic strip through the utterances expressed by the characters contained in the comic strip. In addition, this research is also intended to find out the types of flouting made. This research is a qualitative descriptive analysis. Researchers used 25 chapters of Pepekomik comic strips taken from the Instagram account @Pepekomik as data sources. The data are utterances from the characters in the comic strip that contain elements of flouting the principle of cooperation. The data taken are a comic chapter that was published in the period April - June 2022. From this study, the author draws a conclusion where there are flouting maxims of cooperative principle, flouting the maxim of quality (6%), flouting the maxim of quantity (14%), flouting the maxim of relevance (23%), and flouting the maxim of manner (57%). Among the four maxims that are flouted, the maxim of manner is the maxim that is most often flouted because in making humor the comic creator uses wordplay and meaning including ambiguity and implied meaning to create humor in his comic creation.

Keywords: Cooperative Principle, humor, flouting maxim, Pepekomik

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1. Introduction

Social media is being used for more than just social interactions with lots of people, it is also widely used for promotional, edutainment, and even humor. There are several other platforms we may use, like Facebook, Instagram, and Tiktok. Using the social media platform's features is quite beneficial to the user. These are used by the users for their own needs.

Social media is widely used to promote hobbies and creativity including travelling, vlogs, education, and also comic strips. In the past, comic makers could only showcase their work through print media. The Put On comic, which first appeared in Sin Po Magazine in 1947 is the oldest comic strip in Indonesia. Digital artists may now use a variety of digital platforms to share their work instead of only relying on print media. Facebook, Line Webtoon, and Instagram are examples of popular social networking.

There are several popular digital comics, one of them being Tahilalats, also known as Mind Blowon. Tahilalats, which was previously only a comic strip, is now expanding its reach into the culinary world. Tahilalats, aside from culinary, also collaborates with other brands such as Crayon Shincan and the London-based rock band Cold Play. The comic strip that now has 4.9 million followers on Instagram is one of several IP (Intellectual Property) that is selected to take part in creative industry exhibitions in China. Tahilalats is a success because the story is full of humor and is unexpected. Apart from that, Tahilalats sometimes satirizes various daily activities of teenagers and adults as well as plot twists that don't make sense in the following panels.

Tahilalats' success was followed by other digital creators, including Pepekomik. In line with Tahilalats, Pepekomik is a comic strip that exists on Instagram. Comic strip with more than 300 Pepekomik, the comedy is achieved by linguistic strategies, such as the style of speaking, the meaning of words, words play, or the impacts of the words contained in each comic panel.

From the explanation above, the writer is interested in examining the language used in Pepekomik comic strip, particularly the flouting maxims found in the characters in the Pepekomik comic strips' utterances.

1.1. *Previous Study*

There are several previous studies that are relevant to this research, including "Gaya Bahasa Dalam Humor Webtoon Berjudul Tahilalays Karya Nurfadli Mursyid" by Rahman et. al. (2022). This study describes the style of language in Tahilalats' webtoon humor. In addition, Raharja & Rosyidha (2019) conducted a study entitled "Maxim of Cooperative Principle Violation by Dodit Mulyanto in Stand-up Comedy Indonesia Season 4". In this study, the authors describe what violations of cooperative principles were violated by Dodit Mulyanti

in Stand Up Comedy Indonesia Season 4 in order to create humor and how Dodit violated cooperative principles to build humor in Stand Up Comedy Indonesia season 4.

The difference between the two studies and this research lies in the selection of data sources. The object studied in this study is the flouting of maxims in the conversation between characters contained in the Pepekomik comic strip.

1.2. Literature Review

1.2.1. Humor

According to Lippman & Dunn (2000), any activity that increases stimulation and creates feelings of comfort and pleasure is considered humorous (Dalyan et. al., 2022: 1009). Besides making someone laugh, humor is used as a tool to attract the attention of others. In addition, Martin and Ford (2018) describe humor as a mental process that creates and feels funny stimuli as well as an emotional response to joy. In short, humor can be defined as circumstances or events that cause feelings of happiness and fun. Humor can be used to lighten the mood, ease tension, or make a situation more enjoyable. However, not all people share the same sense of humor, and what is funny to one person might not be funny to another.

Berger (2017) explained that there are 45 humor creation techniques that are divided into 4 categories of basic humor techniques, including language (the humor is verbal, created through words, ways of speaking, the meaning of words, or the consequences of words), logic (the humor is an idea, created through the result of thought, for example making someone the subject of ridicule or ridicule), identity (the humor is existential, created through the player's self-identity, such as the character played and his appearance), and action (the humor is, created through physical action or non-communication verbal).

1.2.2. Pragmatics

Pragmatics was defined as a discipline that studies hidden or unobserved phenomena, or the general understanding of phenomena that are not covered up or otherwise written down (Yule, 2020). Since pragmatics emphasizes the relationship between language and meaning, it is the single most important linguistic theory used to understand a particular language (Levinson, 1983:21). In addition, Paltridge (2012) described pragmatics as the study of meaning in the context in which a person speaks or writes. This comprises linguistic, social, and environmental contexts. It also involves background knowledge context, or what individuals are aware of regarding one another and the outside world. In keeping with the definition previously stated, Leech (2006) states that pragmatics is the application of knowledge to real-world situations, whereas semantics is the application of knowledge to abstract concepts (Hapsari et. al., 2022). Based on the descriptions above, it can be concluded that pragmatics is a linguistics that studies how context and situation affect the meaning of language, including meaning that is not spoken or implied. Pragmatics also studies the relationship between language and its meaning as well as various social contexts, situational,

textual, and educational backgrounds. In his study, pragmatics is different from semantics which examines the meaning of sentences, because pragmatics focuses more on meaning in relation to word situations. Therefore, the study of pragmatics is important to understand language and how language is used in certain social contexts and situations.

1.2.3. Cooperative Principle

Cooperative principle is a crucial aspect of communication to ensure that messages are sent clearly, accurately, and effectively. According to Grice, cooperative principle is “make your contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged” (Binder, 2012: 41). In addition, Grice divided cooperative principles into 4 sub principles, maxim of relevance, maxim of quality, maxim of quantity, maxim of manner (Yule, 1996: 64). In communicating, both the speaker and the listener hope that they will contribute properly or as needed. The speech actors are expected to provide sufficient, clear, true, coherent, and relevant.

1.2.4. Maxim

Maxim is a rule that must be followed in order to establish a cooperative principle between the speaker and hearer (Yule, 1996 : 37). When the speaker follows the maxim, it can improve conversation efficiency, avoid misunderstandings, improve conversation quality, build trust and increase conversation effectiveness. It means that the utterance should be relevant, not too much, easy to understand, and trusted.

1.2.4.1. Maxim of Manner

In the maxim of manner, the speaker should avoid ambiguity, and obscurity and also give information briefly and orderly (Cutting, 2002: 35). Based on that statement, in maxim of manner the speaker should give information not lack certainty, multiple meanings and clear so that can avoid misunderstanding. The speaker is advised to speak in a clear, understandable manner while using language that is both appropriate and unambiguous, as well as a suitable pace and intonation. The hearer also must notice the speaker’s ways of speaking in order to understand the meaning of what is spoken clearly.

1.2.4.2. Maxim of Relevance

According to Cutting, the speakers are expected to say something relevant to what is said before to fulfil the maxim of relevance (Ibrahim et. al., 2018). The contribution made by the speaker must be in accordance with the topic being discussed and the speaker must answer questions or provide responses from listeners in an appropriate manner. When the response or observation is not relevant to the topic being discussed, then this can violate the maxim of relevance (Thomas, 1995: 70)

1.2.4.3. *Maxim of Quality*

In maxim of quality, a speaker must provide correct information and must provide evidence for their speech (Finegan, 2008: 289). In line with Finegan, Cutting (2002: 35) said that the speakers must say what they believe is appropriate to reality. Speakers should not provide information that he believes is true and that the evidence is convincing. According to Birner (2013: 42), the speaker can respond to cooperative principles in several ways, observe the maxim, flout a maxim, violate a maxim and opt out of the maxim.

1.2.4.4. *Maxim of Quantity*

Grice (1975) stated that in the maxim of quantity, the speaker has to contribute as informative as required and not make a contribution more informative than is required (Pradani & Sembodo, 2020: 226). The speaker is expected to give information not more and less than is required. The speaker also is expected to provide sufficient information to answer questions or respond to the listener without providing redundant information.

1.2.5. *Flouting and Violation*

There are some ways that people fail to observe the maxim, those are flouting, violating, infringing, opting out, and suspending (Oksinia et. al., 2021: 81). According to Grundy (2000), the maxim is flouted by the speaker with the intention of the speaker demands the hearer implied meaning from the utterance due to it cannot be understood directly (Wahyuni & Lubis, 2019). In addition, Cutting (2008) said that flouting maxim is unostentatious, the speaker provides insufficient information deliberately and says something insincere, ambiguous or irrelevant (Lestari & Firdaus, 2021: 95). In line with Grundy and Cutting, Thomas (1995) explained Flouting maxim happens when the speaker blatantly fails to observe the maxim without any intention of deceiving or misleading. It happens because the speaker expects the hearer to seek other different form or other meaning or infer implied meaning that is different from the expressed one (Manurung, 2019). Grice (1975) defined violation is as the unostentatious or non-observance of a maxim and the speaker who violates a maxim will be liable to mislead (Hossain, 2021). According to Thomas (2014), the speakers violate the maxim because the speaker deliberately generates misleading implicature. The speaker deceives and misleads deliberately because the speaker knows if the hearer realizes the utterance's meaning (Al-Zubeiry, 2020). In short, maxim violation is the opposite of flouting maxim. In a flouting maxim, the maxim is flouted without any intention of deceiving or misleading but expects the hearer to recognize the implied meaning while maxim violation generates misleading implicature deliberately and let the hearer only knows the surface meaning of the utterance.

2. Method

This study is descriptive qualitative research. The writer used qualitative research because it was considered as an approach for finding the answer to the research question of this study. Qualitative research concerns structures, patterns, and how something is (Litosseliti, 2018 : 119). In addition, Creswell (2014) stated that qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem (Kamal, 2019 : 1387). The data in this research were words and speech, taken from @pepekomik instgaram because Pepekomic comic strip is published at that social media. The main data of this research was the utterances of the whole character in Pepekomic comic strips. The writer took 25 the most liked comic that published on April to June 2022. The writer identified flouting maxim in Grice's cooperative principle which uttered by the character of Pepekomic strip.

3. Findings and Discussion

25 chapters were observed in Pepekomic comic Strips. These flouting were classified using Grice Theory of cooperative principle. This section discusses the findings of the flouting of conversational maxims. Table 1 below presents the frequency of the flouting maxim of the conversational maxims in the Pepekomic Comic Strip. The percentage of the maxim flouted in the Pepekomic comic strip can be seen from the table below.

Table 1. The Frequency of Flouting Maxim

Types of Flouting Maxim	Frequency	Percentage
Quantity	5	14%
Quality	2	6%
Relevance	8	23%
Manner	20	57%
Total	35	100%

The most frequently occurring violation is the one that violates maxim of manner and the least occurring violation is the one that violates maxim of relevance. The writer found that there are 20 flouting maxim of manner (57%). The second frequently occurring flouting identified is flouting maxim of relevance which reached 8 numbers of violation (23%). The third frequently occurring flouting maxim is flouting maxim of quantity which reaches 5 numbers of violation (14%) and the least occurring flouting maxim is flouting maxim of

quality which only 2 (6%) utterance. The following sub-sections present and discuss in detail the flouting of each maxim.

4. Discussions

4.1. Flouting Maxim of Relevance

The flouting maxim of relevance is happened when the speaker gives a response which is not related to the topic discussed. Implicature arise when the speaker deviates from the topic being asked and discussed.



Figure 1. Sample of Flouting Maxim of Relevance

Mother : Sinta, di meja makan ada kue tapi jangan diabisin sendirian. / Sinta, there is a cake on table but don't eat it alone.

Mother : Adiknya dikasih ya, Sin. Mama ke warung sebentar. / Please share the cake to your sister, Sin. I am going to go to a shop in a bit.

Mother : Mama Pulang. Astaga! Sinta! / I am home. Oh my gosh! Sinta!

Sinta : “Membaca Surat Yasin” / “Reciting surah Yaa Sinn”

From Figure 1, we can see there are a mother with 2 children. In the first panel, we can see that the mother was waking up her daughter, Sinta and going to go to market. She told to her daughter that there was cake and asked to not eat it alone. In the next panel, the mother asked Sinta to share to the cake by saying “Adeknya dikasih ya, Sin (share your sister, Sin)”. The next panel, the mother came home and was shocked because in last panel his daughter, Sinta was reciting Yaa Siin (The 36th surah in Holy Quran). In this chapter, the response of Sinta is flouting maxim. The mother's order, which Sinta responded by reciting Yaa Siin's letter surprised her mother. The response given by Sinta was irrelevant so that the mother was confused and shocked. The mother's confusion was shown by the mother speech, “Astaga (Oh my gosh)”. In maxim relevance, the speaker's utterance should be relevant to the topic of conversation.

4.2 Flouting Maxim of Quality

Flouting of this maxim occurs when the speech is indicated as fabricated information, manipulating facts, and cannot be supported by strong evidence. In addition, speech is also indicated as hyperbole, metaphor, irony, or metonymy. This violation also occurs when the speaker uses sarcastic words to ridicule the listener.



Figure 2. Sample of Flouting Maxim of Quality

Old Man : Saya merasakan aura makhluk... (I feel the aura of a creature).

Man : Mahluk apa mbah? (what creature is that sir?)

Ghost : Song Kang suamiku. (Song Kang my husband)

Old Man : Mahluk halu (Delusional disorder / dreaming too high creature)

In the comic chapter captured as in Figure 2, we can see in the first panel the old man said that he felt the aura of a creature. In the next panel, we can see that a ghost was looking at something while saying “Song Kang my husband”. In the third chapter the old man that it was a delusional disorder creature. The man used word “halu”, it refers to hallucination, Indonesian slang word that the meaning is dreaming too high. In the real life, jinn exists, one of the creature of Allah (al-Dharyat : 56), but The old man lied by saying the ghost or spiritual entity was having delusional disorder or dreaming too high. the old man flout the maxim of quality because he information given by the old man is wrong or illogical and the truth can not be proven. We know the ghost will never be a fandom especially KPOP fandom.

4.3 Flouting Maxim of Quantity

According to Cutting (2002), maxim of quantity is flouted when the speaker gives too much or too little information that is required, so the information can be an insufficient and uninformative contribution. The speaker flout this maxim because the speaker did not explain to the point or used insufficient words to talk so that the words uttered was incomplete.



Figure 3. Sample of Flouting Maxim of Quantity

Man in black : Tolong ambilin nisannya. (Please take the nisan.)

Man in white : Mau ditaruh sekarang, om? (Put it now, sir?)

Man in black: Iya. Sekarang aja. (Yes, now please.)

In that comic chapter, we can see that there was a funeral ceremony. In that chapter, we can see that the man in white asked the man in black to take “nisan” and put it now. In the last panel, we can see there was a car on the tomb. In this comic chapter, the man in white flouted the maxim of quantity. The word “nisan” has insufficient information and become vague. “Nisan” may refer to tombstones and also a brand of automotive, Nissan. The man in white should have said “batu nisan” if he meant tombstone or “Nissan Skyline” if he meant a car to avoid flouting the maxim of quantity.

4.4 Flouting Maxim of Manner

Flouting the maxim of manner occurs when the speaker makes ambiguous responses and cannot be clear and orderly in conversation (Cutting, 2002).



Figure 4. Sample of Flouting Maxim of Manner

Father : Ayah pulang! Wah, adek makan apa? (I'm home. What are you eating, son?)

- Son : Makan malam, yah. (I'm eating playdough, dad.)
- Father : Iya, makan malam tapi lauknya apa? (Yes, dinner. But, what is the side dish?)
- Father : Malam? (Playdough?)
- Father : Kenapa adek sampe makan malam sih bun? (Why does he eat playdough, hon?)
- Mother : Astagfirullah. (May god forgive me.)

In that comic chapter we can see that the father has just come from work. He asked what his son was being eaten. In the next panel, we can see that the son answer he was eating "malam". In the third panel, the father began to realize the word "malam". And at the last panel, the father and mother were very shocked that the son was eating playdough / plasticine. In this comic chapet, the son flouted the maxim of manner. The word "malam" ini Bahasa has two different meaning, night and playdough. It make conversation unclearly and make his father misperception. The son should have said "plastisin" (plasticine) to avoid ambiguity.

4. Conclusions

Based on the analysis and discussion of this study, there are some conclusions that can be drawn. First, the creator of Pepekomic mostly flouted the maxim of the manner in creating the humor and Flouting maxim of quality becomes the least maxim used by the comic creator. From 25 samples taken, there are 35 flouting maxim. These findings are classified into 4 categories, flouting maxim of manner, maxim of quantity, maxim of relevance, and maxim of quality. Flouting maxim of manner is the most found with 20 findings (57%), followed by maxim of relevance with 8 findings (23%), Maxim of quantity with 5 findings (14%), and maxim of quality with 2 findings (6%).

The flouting of manners is dominant in pepekomic comic strips. This demonstrates how creators create humor by using ambiguous, blurry, or incoherent language in conversations between characters in their comic strips. In addition, creators make extensive use of homonyms, and metonymy to create humor. Although the maxims of manner and quality are frequently used in the creation of humor, creators also use violations of other maxims. Although the maxims of manner and maxim of quality are the most frequently used in creating humor, the creator also uses other flouting maxim to create humor.

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