

Flouting of Conversational Maxims in Comments on Social Media Instagram

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ABSTRACT

The name Instagram is short for the word "instant-telegram" hence when viewed from the combination of the two words "insta" and "gram", Instagram means the ease of taking and viewing photos that can be sent or shared with others, and the users of Instagram can comment in the photo that other users share. People in Instagram uses ambiguous, slang, or any other forms of language to comment in other users post for various reasons. During this comment process, they exchange meanings, which calls for both message senders and receivers to understand and interpret the messages in the same perspectives. In interpreting the meanings or messages people convey through a conversation, the intension of the utterances they make are aimed to socialize within the society well, but often people misunderstanding the meanings of utterances in comment section. Therefore this research was conducted with the objective to identify flouted maxims in comments on Instagram posts and to find out the implied meanings intended by speakers in conveying messages to the readers (hearers). The data were taken from the comments section on Instagram posts which indicate flouting maxims. And this research uses qualitative descriptive to describe and give an overview of the data found in this research using Pragmatic approach. Five data are discussed in this paper based on the conversation implicature and cooperative principle. The results show that the flouted maxims are those of Relation and of Manner. The analysis performed on the data has also shown that the reason behind the implied meanings intended by speakers are that the speakers want to show friendly impression and familiarity.

Keywords: *Instagram, conversation implicature, cooperative principle, meanings, flouting maxims*

INTRODUCTION

Communication is one of social activities by human in sending and receiving information and message to convey ideas, feeling or everything they want to convey in their mind. Language is one of the essential tools for human beings to communicate messages, i.e., their ideas and thoughts, they want to convey to others through languages. The means of communicating itself has been going through a lot of changes along with the development of civilization. Nowadays the means of communication are in various forms including ones using current technologies such as e-mail, instant messaging services, and social media. In social media, especially on Instagram, some people also use slang language to communicate with others to create and maintain friendly impression and familiarity. They use slangs or any other forms of language style in their own posts and comments on others' posts for various reasons, one of which is to

make sure that the communication and interaction runs well and effectively. Therefore, speakers and interlocutors must speak effectively and cooperatively hence no misunderstanding in their communication.

People especially need communications in their social life to share and express their ideas and their feelings to others. During this communication process, they exchange meanings, which calls for both message senders and receivers to understand and interpret the messages in the same perspectives. In interpreting the meanings or messages people convey through a conversation, the intension of the utterances they make are aimed to socialize within the society well. The meaning in utterance sometimes directly stated explicitly but sometimes not explicitly. Expressions implied in utterance give propositions that not explicitly express in either conversation or writing. This implicit proposition of utterance is called as implicature. According to Grice (1975), implicature is the speakers' meaning that differs from sentence meaning. On the other hand, implicature is implied meaning or message that is implied in the phrase spoken or written discourse. According to Mey (2001: 45) the word implicature is derived from the verb to imply something significant folded into something else. Therefore, implicature is something the speakers suggests with an utterance, even it is not what the speaker literally say. In interpreting an utterance, regardless of its context, hearers (in this research Internet users) identify its logical form, which is the sequence of words comprising the utterance. The hearers then construct its propositional form inferentially. They also form a hypothesis on the intended interpretation, explicit (explicature) and/or implicated (implicature). To obtain the interpretations, the same procedure is also done to the retrieval of the necessary contextual information (Yus, 2011, p. 6).

Communication, therefore, must be cooperative, and to be cooperative the speaker and interlocutor must use the cooperative principle. According to Levinson (1983: 102) cooperative principle is a kind of agreement between the speaker and listener to be cooperative in communication. Accordingly, this principle is a basic rule for communication and needs to be considered when the participants of the conversation speak and interpret meanings in communication. Levinson (1983) said that this principle is divided into four sub-principles (maxims) as follows:

- Maxim Quantity: Make your contribution as informative as is required. Do not make your contribution more informative than required.
- Maxim Quality: Do not say that you believe to be false. Do not say that for which you lack adequate evidence.
- Maxim of Relation: Be relevant
- Maxim of Manner: Avoid obscurity of expression, avoid ambiguity, be brief (avoid unnecessary prolixity), be orderly.

Levinson (1983:102) says that maxim determines what speakers must do in conversation maximally, efficiently, and cooperatively. Therefore, cooperative principle is the principle that participants must have as a cooperative effort and must have the same goals achieved through the conversation with maxims, but now people not always use cooperative principle and fail to fulfil maxim. According to Grice (1975: 49) the speakers may flout a maxim when they fail to fulfil it, not with any intention of deceiving or misleading, but because the speakers wishes the interlocutors to find out the meaning which is different in the conversation, or in addition to express the true meaning.

When the speakers blatantly fail to fulfil a maxim, this situation characteristically gives rise to a conversational implicature, and when this implicature appears in a conversation, it means that one of the maxims is being exploited. It can therefore be concluded that flouting maxim is the violation that speakers commit with the intention of making the listeners understand the meaning implied, yet they do not follow the maxims.

Therefore when speaker and interlocutor does not use the cooperative principle or

violates (flouts) the conversation maxims in conversation that will be misunderstanding, because they wrong to interpret meaning from a conversation they do, and this called conversational implicature. According to Grice (1975: 43) conversational Implicature is the implicature that arises from conversation as a result of violations of the conversation principle. It is also stated that conversational implicature is an implicative proposition or statement, through which is might be interpreted, implied or intended by the speakers, and different from what the speakers actually say in conversation. It can therefore be concluded that conversational implicature is implications contained in conversations, arising as a result of violations to the cooperative principle.

Previous studies have been conducted by some researchers. Hanifah (2013), for instance, has investigated the types of maxim which are not observed by male and female Facebook users and how male and female users fail to observe the maxims in their conversation. Another study was conducted by Sheila Nanda (2012), who investigated conversational implicature that the presenters of Take Me Out Indonesia use within their utterances along with the possible implications that lie behind the implicature. Astuti Samosir (2015) that she described and reviewed of the application of Grice's principle of cooperation in the process of bargaining interaction at the Simpang Tigo Market by reviewing the following four maxims: the maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

As the consequence of intensive widespread of information and communication technology such as mobile devices, social media platforms are taking the place of previous means of communication. Undeniably, text messages are becoming shorter and more contracted and the time spent in each communication or connection is shorter and easier than before. The drawback of the exponential growth of this communication technology has created the potential for miscommunication to take place in virtual communications, such as on social media like Instagram. Atmoko (2012: 8) says that the name Instagram is short for the word "instant-telegram" hence when viewed from the combination of the two words "insta" and "gram", Instagram means the ease of taking and viewing photos that can be sent or shared with others and according to Russel (2019) Instagram is a social network that is mainly image and video sharing app. It was launched in 2010 and very rapidly gained popularity. Using the app, users can easily edit photos and apply various filters. As it was intended for use on smartphones, the app serves as an easy means of sharing photos worldwide and the users of Instagram can comment in the photo that other users share.

This study is conducted as the result of the interesting phenomena that is happening in the social media communications, specifically the Instagram, from Pragmatic point of view. The objectives are to identify flouted maxims in comments on Instagram posts. Following the identification, analysis on the meanings of the flouted maxims are discussed.

The author uses qualitative method to interpret data in this study. According to Punch (2014: 3) Qualitative research is more than just research that uses non-numeric data. This is a way of thinking, or approach, which also involves a collection or collection of methods, as well as data in a non-numerical or qualitative form. This research is also a descriptive analytic study according to Sugiyono (2008: 105). It is a method that has a function to describe the object being examined through data, collected, compiled, processed and analyzed in order to provide an overview of the existing problems. The writer uses descriptive qualitative to describe and give an overview of the data found in this research using Pragmatic approach, focusing on Gricean Flouting Maxim.

The data were taken from dialogues in the comments on Instagram posts, collected through comprehensive reading. After that, the data were classified with the post and caption as the context of situation, with a focus on the maxims found, and whether the found maxims have been flouted or not. Then, the data indicating flouted maxims were analyzed according to the criteria of maxim of relation and manner. Then for the analyzed data. First, in the discussion section, the findings, the flouted maxims from the comment section on the Instagram post, are

discussed. Then, the data (the flouted maxims found in the comment section) are explained based on the criteria of the flouting. Lastly, after the flouted maxims data are analyzed in term of their meanings, implied behind the flouted maxims.

FINDINGS AND DISCUSSION

Result In this research there are five comments that contain flouting maxims produced by the users and the other commenters. There are one comment flouting maxim of relation and four comments flouting maxim of manner as follows:

Data 1

Flouting Maxim of Manner

Data	<ul style="list-style-type: none"> • (1) Pendukungliverpool: 4rsen61. • (2) Altin.dodaa: 4r53n61. • (3) Pendukungliverpool: <i>Arsenal just invicibles</i>
Situation	Brfootball posts an update about Lionel Messi's performance nine years ago in the Champions League against Arsenal at Camp Nou. He scores four goals. And pendukung liverpool gives a comment about Arsenal, and then altinn.dodaa responds to it.
Flouting Maxim	Maxim of Manner
The Reason Why that is Flouted	Pendukungliverpool says something that is ambiguous.
Meaning Behind the Flouting Maxim	Pendukungliverpool actually wants to say that the football team Arsenal in Champions League has not been easy to beat.

There is a conversation between pendukungliverpool and altin.dodaa. This conversation happened because brfootball uploads an update about Lionel Messi's performance nine years ago in the Champions League against Arsenal at Camp Nou. Then pendukung liverpool posts a comment about it and altin. dodaa responds to the comment (2) "4r53n61". Pendukung liverpool responds by stating (3) "***Arsenal just invicibles***". Pendukung liverpool says something that is ambiguous (3), hence committing flouted maxim of manner. The meaning behind the flouting maxim in the conversation is pendukung liverpool wants to say that the team Arsenal in the Champions League has been easily been defeated.

Data 2

Flouting Maxim of Relation

Data	<ul style="list-style-type: none"> • (1) Iam_mehdisalehi: 7th biiig team in the pl. • (2) Fplessential: a top 5 team next year? • (3) Iam_mehdisalehi: <i>just a European place is enough.</i> • (4) Fplessential: would be good to see them competing for Europa League.
Situation	Premier league post about Jamie Vardy a player of Leicester FC having a party after he scores. I am_mehdisalehi comment on that

	post, then fpl essential respond it.
Flouting Maxim	Maxim of Relation
The Reason Why that is Flouted	I am_mehdi salehi not give a relevant answer of the question.
Meaning Behind the Flouting Maxim	Iam_mehdi salehi want to say that he hopes Leicester FC occupy a position on European League is enough for him.

A conversation has taken place between iam_mehdisalehi and fplessential. This conversation happens because premierleague has made a post about Jamie Vardy, a player of Leicester FC, having a party after he has scored. Then I am_mehdisalehi comment about it and fplessential reply the comment (2) “*a top 5 team next year?*”. I am_mehdisalehi respond with say (3) “*just a European place is enough*”. Iam_mehdi salehi not give a relevant answer of the question, therefore he flouted maxim of relation. Meaning behind the flouting maxim that happened in this conversation is iam_mehdisalehi want to say that he hopes Leicester FC occupy a position on European League is enough for him.

Data 3

Flouting Maxim of Manner

Data	<ul style="list-style-type: none"> • (1) Kiersrocks: seeing it tonight after school!!! • (2) Dccomics: <i>enjoy the adventure!</i>
Situation	Dccomics makes a post about Shazam movie that is released tonight in theaters. Kiersrocks comments on that post, and then dccomics responds to it.
Flouting Maxim	Maxim of Manner
The Reason Why that is Flouted	Dccomics says ambiguous comment.
Meaning Behind the Flouting Maxim	Dccomics wants to say to kiersrocks that dccomics hopes he will enjoy watching the adventure of Shazam movie.

In this data, a conversation between kiersrocks and dccomics has occurred following dccomics’s post about Shazam movie that is released tonight in theater. Then, kiersrocks comments in that post (1) “*seeing it tonight after school!!!*” and dccomics replies to the comment (2) “*enjoy the adventure!*”. In that reply (2) dccomics says something ambiguous. The meaning behind the flouting maxim in this conversation is that Dccomics wants to say to kiersrocks that dccomics hopes he enjoys watching the adventure of Shazam movie.

Data 4

Flouting Maxim of Relation

Data	<ul style="list-style-type: none"> • (1) Jonatan_m_a: after credits? • (2) T.s.williams: yep 2 of them. • (3) Jonatan_m_a: <i>I’m in the theater.</i>
Situation	Dccomics upload a post about the discovery of the power of Shazam. Jonatan_m_a comments with a question, and then t.s.williams responds to it.

Flouting Maxim	Maxim of Relation
The Reason Why that is Flouted	Jonatan_m_a not give a relevant respond of the answer.
Meaning Behind the Flouting Maxim	Jonatan_m_a wants to say thank you and he give information to t.s.williams that he is watching Shazam in the theater, and he wants to know the after credits in the movie.

This data is a conversation between jonatan_m_a and t.s.williams, which has happened due to dcomics' post about the discovery of the power of Shazam. Then, jonatan_m_a asks the after credits in the comment and t.s.williams replies to the comment (2) "yep 2 of them". Jonatan_m_a responds by saying (3) "*I'm in the theater*". Jonatan_m_a says something that is not relevant with the answer, and therefore he has flouted the maxim of relation. The meaning intended in this conversation is jonatan_m_a wants to say thank you and he give information to t.s.williams that he is watching Shazam in the theater, and he wants to know the after credits in the movie.

Data 5
Flouting Maxim of Relation

Data	<ul style="list-style-type: none"> • (1) Adurukann: if I did this to my dad probably he slaps me many times lmao. • (2) Sangeethasamelinjeti: same. • (3) Adurukann: <i>lol</i>.
Situation	9gag posts a video about Jamie who pranks his father. Adurukann comments about it, and then sangeethasamelinjeti responds to the comment.
Flouting Maxim	Maxim of Manner
The Reason Why that is Flouted	Adurukann makes an ambiguous remark.
Meaning Behind the Flouting Maxim	Adurukann laughs out loudly about the comment from sangeethasamelinjeti.

In Data 5 there is a conversation between adurukann and sangeethasamelinjeti that has happened following 9gag's post of a video about Jamie who pranks his father. Then, adurukann makes a comment about it (1) and sangeethasamelinjeti replies to the comment saying (2) "same". Adurukann responds again with a remark (3) "lol". Adurukann says something ambiguous when he says "lol", and therefore he has flouted the maxim of manner. The meaning intended behind the flouting maxim that has happened in this conversation is that Adurukann laughs out loudly about the comment from sangeethasamelinjeti, but he uses an abbreviation.

CONCLUSION

This qualitative descriptive study has found that there are flouted maxims performed by internet users in the comment section on Instagram posts. They are flouting maxim of relation and flouting maxim of manner. Analysis on the ambiguity of the meanings of the utterances (comments) behind the flouting maxims show that the speakers have conveyed implied meanings behind the flouted maxim. The reason users of Instagram flout the maxim of relation and manner are that they want to show friendly impressions and familiarity as well as to convey the information.

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