

FLOUTING MAXIMS BY INDONESIAN PRESIDENTIAL CANDIDATES IN THE 2024 PRESIDENTIAL DEBATE

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Abstract: This research specifically examines the non-observance of conversational maxims in the third presidential debate on defense, geopolitics, and international relations. It observes that there are fewer instances where presidential candidates flout the Maxim of Quantity and the Maxim of Relevance compared to the Maxim of Manner. The analysis concludes that Grice's Cooperative Principle, which emphasizes cooperation in communication, is often contravened by candidates. The findings suggest that presidential candidates are more likely to flout the Maxim of Quantity and the Maxim of Relevance to persuade the audience of their position's validity, as these maxims relate to their reputation. This study provides insights into political communication during debates and how the public perceives candidates' strategies. Additionally, the study identifies intentional breaches of conversational maxims by candidates to manipulate public opinion, which can be advantageous for them. This research highlights the variability of communication strategies depending on the audience and circumstances. It has significant implications for understanding the impact of political communication strategies on public opinion and election outcomes.

Keywords: Cooperative principle, Flouting Maxim, Presidential debate, Political communication.

INTRODUCTION

In Indonesia, elections are held every five years to elect the president, reflecting the country's commitment to democratic principles. This democratic exercise allows citizens to express their will by voting for their political leaders (Tulung, 2013). Each presidential election cycle brings forth a variety of candidates, each presenting unique visions, missions, and policies for the nation's future. These candidates communicated their platforms through debates, campaigns, and various media channels, engaging with political parties, survey institutions, and the general public. For the recent election, the Komisi Pemilihan Umum (KPU) verified three pairs of presidential and vice-presidential candidates: Anies Baswedan and Muhaimin Iskandar (01), Prabowo Subianto and Gibran Rakabuming Raka (02), and Ganjar Pranowo and Mahfud MD (03). Campaigns, particularly debates, played a crucial role in garnering public support and

shaping voter preferences.

One of the primary methods for campaigning in the 2024 presidential election was through debate events. Debates offered a platform for candidates to articulate and defend their visions and missions directly to the public (KBBI daring V). These events allowed voters to hear and critically evaluate the candidates' arguments, policy proposals, and their overall vision for the country. The strategic use of social media and traditional media outlets also played a significant role in influencing public perception and overcoming biases (Ardipandanto, 2024). Debates were scheduled over several days, each focusing on different themes and moderated by a designated individual. The format of these debates, established by the KPU, was designed to limit mutual attacks and promote a structured discussion. Candidates were typically given 1-2 minutes to respond to questions, ensuring that their communication remained concise and focused.

An essential concept that frequently emerged during these debates was conversational implicature, introduced by philosopher H. Paul Grice (Oktaviabri & Degaf, 2023). Grice's theory (Grice 1975, 1978) focuses on the cooperative use of inference in communication, categorized into four maxims: Quantity, Quality, Relevance, and Manner (Saeed, 2009; Degaf, 2020). These maxims are designed to ensure smooth and effective interaction between speakers (Wahyuni et al., 2019). However, in political debates, candidates often intentionally flouted these maxims to achieve specific rhetorical goals. Previous research examined the phenomenon of maxim flouting in various contexts, including movies and television shows, highlighting its diverse applications and implications (Wahyuni et al., 2019; Aziz et al., 2019; Lestari, 2016; Utami et al., 2021; Puspitaningrum, 2013; Manurung, 2019).

This study examined the ways in which presidential candidates flouted conversational maxims during debates, emphasizing their strategic use of these principles to influence and persuade the audience. Through a detailed analysis of the debates, the research highlighted the candidates' sophisticated use of language and communication tactics. Unlike previous studies that focused on maxim flouting within entertainment media, this research explored its application in the political domain, providing fresh insights into the communicative strategies of presidential hopefuls. In a democratic context, understanding these dynamics is essential, as the power to shape public perception can greatly affect election results.

The study identified various instances of maxim flouting, such as candidates giving either too much or too little information (flouting the Maxim of Quantity), presenting unrelated details (flouting the Maxim of Relevance), or making their messages ambiguous or overly complex (flouting the Maxim of Manner). These strategies allowed candidates to subtly steer the audience's

interpretation of their messages and objectives. The findings of this research deepened our understanding of political communication strategies and their impact on public opinion. Additionally, it underscored the critical role of effective communication in creating an informed electorate and maintaining the democratic process's integrity. To summarize, our study highlighted the crucial significance of debates in the electoral process and the tactical communication techniques employed by presidential candidates. The research provided a comprehensive picture of how candidates handled the complexities of political debate by examining the violation of conversational maxims. These insights are essential for discerning the nuances of electoral campaigns and their impact on democratic governance and public perception.

METHOD

A qualitative method was chosen for this study as it effectively describes the linguistic phenomena involving the flouting of conversational maxims. Data were collected, examined, and articulated verbally, excluding statistical analysis and numerical scores. According to Bogdan and Biklen (1992), five characteristics of qualitative research align with this study. Firstly, the researchers play a central role in data collection and analysis, with the natural setting serving as the primary data source. Secondly, since the data are gathered, examined, and expressed in verbal form, the research is inherently descriptive. Thirdly, qualitative research emphasizes the process over the outcomes or products. Fourthly, data are analyzed inductively, with theories applied to enhance the understanding and interpretation of findings. Lastly, the study centers on understanding social processes and the meanings behind interactions.

This study employs a descriptive qualitative methodology to explain and characterize a linguistic phenomenon that cannot be quantified. The main instrument in this research is the researchers themselves, who directly handle data collection, identification, analysis, and discussion. The researchers used live streaming and note-taking to gather data, specifically focusing on instances where candidates flouted conversational maxims. The data source for this research is the dialogue from the 2024 Indonesian presidential debates organized by the Komisi Pemilihan Umum (KPU). The data consist of statements that violate specific conversational maxims.

To collect data, the researchers first listened to the third Indonesian presidential debate 2024 on themes of defense, geopolitics, and international relations. This data featured on the Kompas.TV YouTube channel, published on January 7, 2024. Then, the utterances made by the presidential candidates were transcribed to gain a comprehensive understanding, preparing it for analysis. Statements that potentially flouted conversational maxims were selected for

further analysis. The data analysis involved recognizing and classifying the data based on the type of maxim flouted. The selected data were identified and explained to address the research questions. Contextual information was considered to understand the background of the conversations, and the researchers also interpreted implicatures in the utterances. Finally, conclusions were drawn based on the findings of the analysis. To sum up, this study utilized a descriptive qualitative approach to explore and explain the flouting of conversational maxims in the 2024 Indonesian presidential debates. The methodology enabled a detailed examination of how linguistic phenomena manifest in a political context, providing insights into the strategic use of language by presidential candidates.

ANALYSIS AND FINDINGS

Analysis

In this findings section, after analyzing the data, the researchers found several maxims that were flouted in the third presidential candidates' debate on defense, geopolitics, and international relations. The research findings showed that the conversations in the Q&A sessions between the three presidential candidates could run smoothly even though some maxims were flouted. Additionally, the researchers selected six instances of conversation to be closely observed. Although six conversations were selected, many maxims were flouted within these interactions. For further discussion and examples of the analysis and findings, the data is presented in the tables below.

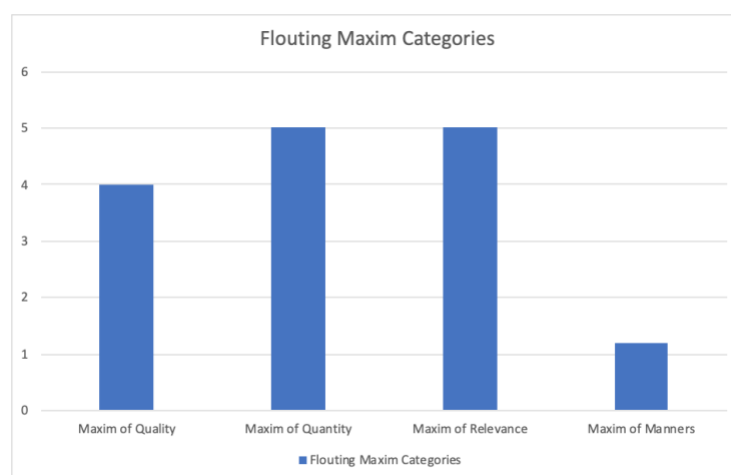


Chart 1. Percentage of Flouting Maxim

Flouting Maxim of Quantity:

Flouting maxim of quantity happens when the speakers intentionally deliver more or less information than is needed. The speakers tend to talk too

much or too little during their conversation (Grice, 1975).

Example 1

This conversation occurred when Anies asked Prabowo a question about the relationship between the ethical standards of a state leader and his ability to maintain the country's security, defense, and sovereignty.

Anies: *"Nah, pertanyaan yang ingin saya sampaikan kepada bapak adalah apahubungan antara standar etika seorang pemimpin negara dengan kemampuannya dalam menjaga pertahanan keamanan dan kedaulatan negara? Terima kasih."* Gloss: "So, the question I want to ask you is, what is the relationship between the ethical standards of a state leader and his ability to maintain national defense, security, and sovereignty? Thank you."

Prabowo: *"Saya sependapat bahwa semakin tinggi semakin kompleks memang kepemimpinan itu butuh nilai, nilai-nilai yang sangat fundamental. Pertama nilai adalah cinta tanah air. Kedua, kejujuran, ketiga kebersihan yang bapak bolak balik ngomong, harus memberi contoh, tidak boleh korupsi dengan bentuk apapun, jadi saya sependapat harus ada kepemimpinan berdasarkan nilai ya, jadi hubungan dengan etik benar ya kita harus beretik, beretik dengan benar, jujur, apa yang kita katakan itu ya yang ada di hati kita. Jangan lain di mulut lain di hati, dan harus cintatatanah air. Pertahanan ini sakral bagi kita ini menyangkut keselamatan kita. Jangan karena ambisi pribadi kita menghasut dan menyesatkan rakyat. Itu etik yang tertinggi saudara profesor Anies Baswedan, itu etik yang tertinggi. Kebersihan jiwa, kejujuran, kesetiaan kepada rakyat, sekali lagi jangan karena ambisi pribadi kita menyesatkan rakyat, kita membahayakan pertahanan keamanan rakyat, kasihan prajurit-prajurit yang sedang berjuang untuk menjaga kita, polisi-polisi yang menjaga kita, kasihan, kalau ada calon-calon pemimpin yang kerjanya hanya menghasut saja."*

Gloss: "I agree that the higher and more complex the leadership, the more it needs values, fundamental values. First, love for the country. Second, honesty. Third, cleanliness, which you keep mentioning. Leaders must set an example, must not be corrupt in any form. So, I agree there must be value-based leadership. So, regarding ethics, we must be ethical, truly ethical, honest, saying what is in our hearts. Not saying one thing and thinking another. We must love our country. Defense is sacred to us; it concerns our safety. Do not, because of personal ambition, mislead and misguide the people. That is the highest

ethic, dear Professor Anies Baswedan, the highest ethic. Cleanliness of soul, honesty, loyalty to the people. Once again, do not, because of personal ambition, mislead the people, endanger national defense and security. Have pity on the soldiers fighting to protect us, the police guarding us. Have pity if there are leaders who only incite."

In this conversation, Anies asked Prabowo about the relationship between the ethical standards of a state leader and his ability to maintain the country's security, defense, and sovereignty. Anies' question was straightforward: "What is the relationship between the ethical standards of a state leader and his ability to maintain national defense, security, and sovereignty?" However, Prabowo's response significantly flouted the Maxim of Quantity. Instead of providing a concise and direct answer, Prabowo elaborated extensively on various ethical principles such as "love for the country," "honesty," and "cleanliness." While these values are relevant to ethical standards, Prabowo's response went further into a more extensive discussion of their broader importance in leadership, which was not directly tied to Anies' specific question.

Prabowo began with an acknowledgment of the complexity of leadership and the necessity of fundamental values but then extended his response into a critique of leaders who mislead the public due to personal ambition. He emphasized the need for leaders to be role models, avoid corruption, and align their words with their hearts. Additionally, Prabowo introduced the topic of soldiers and police officers who protect the country, shifting the focus from the relationship between ethics and leadership effectiveness to a broader commentary on societal implications. This extensive elaboration, while related to the overall theme of ethical leadership, introduced unnecessary details and diverged from directly addressing Anies' query. The response provided more information than required and touched upon unrelated issues, exemplifying the flouting of the Maxim of Quantity. This highlighted the wider importance of ethical principles in leadership beyond the specific context of national security and sovereignty.

Example 2

This conversation occurred when Anies gave a statement to the moderator's question, then Prabowo interrupted the conversation by issuing another statement.

Anies: "Terimakasih. Sebelum saya menjawab pertanyaan itu, saya mau mengklarifikasi dari data yang meleset, maaf pak Prabowo angkanya terlalu kecil, bukan 320 hektar tapi 340.000 hektar, saya klarifikasi, kemudian melanjutkan atas yang perlu saya sampaikan."

Gloss: "Thank you. "Before I answer that question, I want to clarify the data that is wrong, sorry Mr Prabowo, the figure is too small, not 320 hectares but 340,000 hectares, I will clarify, then continue with what I need to say.

Prabowo: "Itu pun salah, itu pun salah, mas Anies, jangan membuat data yang salah."

Gloss: " Prabowo: "That's wrong, that's wrong, Mas Anies, don't create wrong data."

In this conversation, Anies responded to the moderator's question with a statement, followed by an interruption from Prabowo. Anies began by thanking the moderator and then clarifying what he considered incorrect data presented by Prabowo, stating that the correct figure was 340,000 hectares, not 320 hectares. Anies intended to correct the information before addressing the question posed by the moderator. However, this action flouted the Maxim of Quantity, one of Grice's Cooperative Principles, which demands that the speaker provide a response that is neither more nor less informative than required. Instead of giving a direct answer, Anies provided additional details about the corrected figures, diverting attention from the main question and potentially confusing the listener.

Similarly, Prabowo's interruption flouted the Maxim of Quantity. His repeated assertions that Anies' data was incorrect lacked specifics or substantiation, failing to clarify the issue at hand. By merely stating, "That's wrong, that's wrong, Mas Anies, don't create wrong data," Prabowo did not provide a meaningful contribution to the discussion. This lack of detailed explanation hindered the clarification process, making the conversation less informative and productive. The failure to comply with the Maxim of Quantity in this dialogue led to possible contradictions and misunderstandings for both the initiators and the audience. Anies and Prabowo both offered excessive details about the information they believed was incorrect, without adequately explaining why their corrections were necessary or relevant. This deviation from the main point of conversation resulted in a less productive exchange, negating the synergistic aspect expected in public discourse and reducing the overall effectiveness of the debate.

Flouting Maxim of Quality:

Flouting maxim of quality happens when the Speakers tell a lie in saying something or are not truthful which means they deny something they believe to be false (Grice, 1975).

Example 1

This conversation occurred when Anies Baswedan gave a response to Prabowo Subianto. In this dialogue, Anies Baswedan says:

Anies Baswedan: "Penjelasan tadi tidak menggambarkan peran indonesia di selatan selatan, itu hanya menggambar apa yang disampaikan Pak prabowo tentang bagaimana kita membangun indonesia. Dan kita membangun dengan baik lalu dijadikan contoh. Yang harus dilakukan seperti yang dilakukan di era Bung Karno pada waktu itu Ali Sastro Amijoyo. Apa yang dikerjakan merangkul semua membawa apa yang menjadi agenda selatan-selatan bukan menceritakan agenda kita semua orang bisa baca di google tentang apa yang kita kerjakan. Tapi kalau kita menjangkau pemimpin-pemimpin selatan-selatan dan presiden menjadi Panglima diplomasi bukan sekedar hadir di forum-forum menjadi salah satu penonton salah satu hadirin tapi datang ke sana membawa ini agenda selatan-selatan. Apa misalnya? Kita berhadapan dengan climate crisis yang biaya untuk menghadapi climate crisis itu tinggi sekali dan ketika kita bicara dengan selatan-selatan. Yuk kita bicara dengan Utara. Bagaiman membiayai climate crisis sebagai satu kesatuan Indonesia"

Gloss: "**The explanation above does not describe Indonesia's role in the south, it only draws on what Pak Prabowo said about how we develop Indonesia.** And we build well and then set an example. What must be done is like what was done in the Bung Karno era at that time, Ali Sastro Amijoyo. What we are doing is embracing everyone, bringing what is the south-south agenda, not telling our agenda, everyone can read on Google about what we are doing. But if we reach out to south-south leaders and the president becomes Commander-in-Chief of diplomacy, not just being present at forums, being one of the spectators, one of the attendees, but coming there to bring this south-south agenda. What for example? We are facing a climate crisis where the costs of dealing with the climate crisis are very high and when we talk about the south. Let's talk to North. How to finance the climate crisis as one Indonesian unit"

In this conversation, Anies Baswedan responded to Prabowo Subianto by critiquing his explanation, arguing that it did not adequately describe Indonesia's role in South-South cooperation. Anies suggested that what Prabowo had presented was merely about building Indonesia internally rather than addressing broader international engagements. He drew a parallel to the leadership approach of Bung Karno and Ali Sastroamijoyo, emphasizing the need for a proactive diplomatic stance, particularly in tackling the climate crisis through engagement with both Southern and Northern hemispheres. Anies' comments

included assertions without providing specific evidence or details, flouting the Maxim of Quality, which requires contributions to be truthful and based on evidence. His claim that Prabowo's explanation failed to capture Indonesia's role in South-South cooperation lacked substantiation, undermining the reliability of his statement. Additionally, Anies suggested that Indonesian diplomacy should emulate the historical model of Bung Karno, yet did not offer concrete examples or evidence to support the success or superiority of this approach.

Furthermore, Anies' statement that people can simply look up what Indonesia is doing on Google shifts the responsibility of verification to the audience and assumes the completeness and accuracy of information available online. This suggestion oversimplifies the issue and fails to ensure that accurate and comprehensive information is provided within the debate. By implying that all necessary information is readily accessible on Google, Anies bypasses the need to present validated facts and detailed evidence during the discussion. This approach not only oversimplifies the matter but also lacks certainty and fails to validate the provided details, potentially misleading both the audience and other participants. The conversation, therefore, flouted the Maxim of Quality through over-simplification, lack of substantiation, and assumption of the completeness of external information sources.

Example 2

This conversation occurred when Anies Baswedan asked Prabowo Subianto, but AniesBaswedan gave facts that were not true.

Anies: "Tapi dalam kenyataannya Pak ketika Bapak memimpin di KementerianPertahanan banyak orang dalam dalam pengadaan alusista, PT teknologi militer Indonesia Indonesia defence security, lalu orang dalam dalam pengelolaan food Estate Lalu ada kejadian-kejadian di mana kita semua menyaksikan ketika ada pelanggaran etika dan Bapak Tetap jalan terus dengan cawapres yang melanggar etika, artinya ada kompromi atas standar etika standar etika ini fakta dan kemudian pidato Bapak mengolok tentang penting etika Saya tidak tega untuk mengulanginya pertanyaannya, Apa penjelasan Pak Prabowo soal itu?"

Gloss: "But in reality, sir, when you led the Ministry of Defense, there were many people involved in the procurement of military equipment, PT Indonesian military technology Indonesia defense security, then there were people inside the food estate management. Then there were incidents where we all witnessed when there were violations of ethics and "Mr. Continue with a vice presidential candidate who violates ethics, meaning there is a compromise on ethical standards. These ethical standards are facts and then your speech makes fun of the importance

of ethics. I don't have the heart to repeat the question, what is Mr Prabowo's explanation about that?"

In this conversation, Anies Baswedan questioned Prabowo Subianto while making several unsubstantiated claims. Anies alleged that during Prabowo's tenure at the Ministry of Defense, there were numerous ethical violations involving the procurement of military equipment and the management of the food estate, implying that Prabowo compromised on ethical standards. He also accused Prabowo of continuing his campaign with a vice-presidential candidate who had violated ethics. These serious allegations were presented without any substantive evidence, flouting the Maxim of Quality, which requires speakers to provide truthful and well-supported information.

Anies' statements contained serious charges about Prabowo's leadership, suggesting the involvement of "insiders" in defense procurement and food estate management. Without specific evidence or detailed explanations to support these claims, Anies presented information that could not be verified, thereby undermining its accuracy. Furthermore, his assertion that Prabowo continued his campaign with an unethical vice-presidential candidate lacked details about the ethical violations, making the allegation seem unfounded. Such baseless accusations violate the Maxim of Quality because they suggest the truth of the information without providing the necessary support. This approach not only diminishes the credibility of Anies as a speaker but also disrupts the flow of the conversation, which should be rooted in honest and accurate information. As a result, these dubious or unsupported statements not only flouted the principle of quality but also risked creating mistrust and uncertainty in public discourse.

Flouting Maxim of Relevance:

Flouting maxim of relevance happens when the speakers say some things that are not relevant to the topic of the ongoing conversation (Grice, 1975).

Example 1

Anies: "Terimakasih, sebelum saya menjawab pertanyaan itu, saya mau mengklarifikasi dari data yang meleset, maaf pak Prabowo angkanya terlalu kecil, bukan 320 hektar tapi 340.000 hektar. Saya klarifikasi kemudian melanjutkan atas yang perlu saya sampaikan."

Gloss: "Thank you, before I answer that question, I want to clarify the data that is wrong, sorry Mr Prabowo, the figure is too small, not 320 hectares but 340,000 hectares. I clarify then continue with what I need to say."

This conversation took place when the moderator asked presidential candidate Anies Baswedan about policies to gain access to technology and development to strengthen Indonesia's defense. Instead of directly addressing the question, Anies said, "Thank you, before I answer that question, I want to clarify the data that is wrong, sorry Mr Prabowo, the figure is too small, not 320 hectares but 340,000 hectares. I clarify then continue with what I need to say."

Anies' response flouted the Maxim of Relevance, one of Grice's conversational maxims. Instead of answering the key question regarding defense policies to gain access to technology and development, Anies deflected attention by highlighting a numerical error made by Prabowo. While correcting misconceptions can be important, this particular correction was irrelevant to the topic at hand. The issue of land area, shifting from 320 hectares to 340,000 hectares, diverted the discussion away from substantive defense policy issues. This diversion may have been intended to discredit Prabowo or emphasize the accuracy of Anies' data, but it did not provide the necessary information regarding Indonesia's defense strategy through technological advancements.

Moreover, Prabowo's interjection, "Itu pun salah," further detracted from the primary issue, highlighting the rivalry between the candidates rather than contributing to a constructive discussion. This instance illustrates how political debates can become sidetracked by minor factual disputes, which, although somewhat related to the overall forum discussion, do not address the core question posed. Such diversions highlight the importance of adhering to the Maxim of Relevance to ensure that each contribution in a debate is pertinent and advances the resolution of fundamental issues.

Example 2

This conversation occurred when Anies asked Ganjar a question, and Ganjar answered Anies' question irrelevantly.

Ganjar: "5 juga. Saya punya datanya dan kemudian akan saya sampaikan. Bahkan dimeja saya sudah disiapkan data satu persatu. Namun demikian mas Anis, tentu saja da yang ingin saya sampaikan dari apa yang tadi sudah saya utarakan. Ketika kemudian kita ingin membangun sistem pertahanan kita, maka dalam perencanaan kita tidak boleh Gonta ganti. Kita mesti konsisten. Kedua, kita mesti mendengar betul-betul dari seluruh mantra. Bahwa seluruh proses perencanaan harus mantap. Sehingga saya ketemu dengan seseorang berpangkat cukup tinggi. Pak, kalo bapak kasih persenjataan kepada saya yang tidak saya butuhkan sudah saya siapkan museum untuk saya taruh disana. Situasi seperti ini tentu tidak mengenakan. Tapi ini harus kita buka apapun kondisinya untuk perbaikan bangsa. Kritik untuk kritik itu menyehatkan. Tidak ada rasa

dengki di hati saya. Yang ada adalah bagaimana rasa cinta tanah air ini yang mesti kita wujudkan, agar kemudian kita betul-betul bisa menjadi negara kuat di banyak area dan kita berbicara di dunia internasional di segani. Bung Karno telah menyampaikan itu daulat politik itu wajib. Berdikari dalam bidang ekonomi mesti dituju. Dan kita punya kepribadian dalam kebudayaan. Sekarang daulat ekonomi pertahanan kita mesti kita tunjukkan. Maka ketika banyak perusahaan-perusahaan waktu itu yang sangat strategis dibikin itu mimpi sejak dari lama pendiri bangsa agar kita menjadi negara kuat dan itulah yang sebenarnya kita-kita yang harus meneruskan itu. Begitu pak Anies."

Gloss: "5 too. I have the data and then I will convey it. Even on my desk the data has been prepared one by one. However, Mr Anis, of course there is something I want to convey from what I said earlier. When we then want to build our defense system, then in our planning we must not change each other. We must be consistent. Second, we must really hear all the mantras. That the entire planning process must be solid. So I met someone of quite high rank. Sir, if you give me weapons that I don't need, I will prepare a museum to put them there. A situation like this is certainly unpleasant. But we must open this whatever the conditions are for the betterment of the nation. Criticism for criticism's sake is healthy. There is no malice in my heart. What exists is the feeling of love for our country that we have to realize, so that then we can truly become a strong country in many areas and we can speak with respect internationally. Bung Karno has said that political sovereignty is mandatory. Economic independence must be aimed at. And we have personalities in culture. Now we must demonstrate the sovereignty of our defense economy. So when many very strategic companies were created at that time, it was a long-standing dream of the nation's founders for us to become a strong country and that is actually what we have to continue. That's right, Mr Anies."

In this conversation, Ganjar responded to Anies' question by discussing several broader issues rather than addressing the specific query about defense policies. Ganjar initially mentioned that he had data ready, but then shifted to discussing the need for consistent defense planning, the unpleasant reality of receiving unnecessary weapons, and the importance of open criticism. He further elaborated on historical figures and the broader vision for Indonesia's defense and economic independence, referencing Bung Karno's principles and the long-term dream of becoming a strong nation. This response, while rich in historical context and national vision, flouted the Maxim of Relevance, which requires speakers to provide answers that are directly pertinent to the question posed.

Ganjar's deviation from the topic meant that he did not provide a specific response to Anies' question about current defense policies. Instead of focusing on the performance of the defense ministry under Prabowo's leadership or providing concrete examples and success stories related to defense policies, Ganjar spoke about general themes such as continuity in defense strategies and the historical development of Indonesia. This shift not only failed to address Anies' direct query but also introduced topics that, while relevant in a broader sense, were not directly related to the immediate discussion. A more effective response from Ganjar would have included specific references to the defense ministry's achievements and real-life examples that directly answered Anies' question, thereby maintaining relevance and contributing constructively to the discussion. By not doing so, Ganjar's response diminished its effectiveness and deviated from the main topic, demonstrating the importance of adhering to the Maxim of Relevance in political discourse to maintain focus and productivity in conversations.

Flouting Maxim of Manner:

Flouting maxim of Manner happens when the speakers do not provide brief and clear information in their words or the speakers' words become ambiguous (Grice, 1975).

Example 1

This flouting occurred when Anies answered Ganjar's question and gave the score to Prabowo.

Anies: "11 mas, dari 100."

Gloss: "11 sir, out of 100."

In this example, Anies' response to Ganjar's question clearly flouts the Maxim of Manner, as proposed by Grice. The maxim requires clarity and brevity, ensuring that communication is direct and unambiguous. While Anies' response is numerically clear, it is unexpectedly low and might be perceived as a deliberate attempt to demean or criticize Prabowo. Although no hidden meaning is implied, the low score carries a negative connotation, suggesting a harsh and possibly impolite critique of Prabowo's performance.

The use of a numerical score such as 11 out of 100 in a public and formal setting can be seen as unnecessarily harsh. Anies' choice to give such a low score could be interpreted as an attempt to embarrass or undermine Prabowo rather than provide constructive feedback. To adhere more closely to the Maxim of Manner and maintain politeness, Anies could have provided a higher score, perhaps over 50, which would still convey room for improvement but in a less

confrontational manner. This approach would ensure that the conversation remains respectful and constructive, focusing on positive attributes while gently addressing areas for improvement. Providing a more balanced and considerate response would align with the cooperative principles of conversation, ensuring clarity and maintaining the relational dynamics of the discussion.

Example 2

This conversation occurred when Prabowo Subianto answered a question from AniesBaswedan.

Prabowo Subianto: Saya kok banyak setuju dengan Pak Ganjar ya kalau kalau kalau benar masuk akal saya setuju kalau ngomong ngomong ngomong ya Kumaha ya jadi leadership Apakah negara apakah perorangan tapi terutama juga negara harus dengan contoh ingarso sing tulodo, kita mau mimpin kita mau bawa agenda kita mau cerita itu cerita, omong, omon-omon ya tak bisa. Kenapa negara-negara sekarang melihat ke Indonesia karena kita berhasil membangun ekonomi kita jadi tidak hanya omon-omon-omon kerjanya omon saja gak bisa tidak bisa.

Gloss: "I agree with Pak Ganjar a lot, yes, if it really makes sense, I agree if you talk, talk, talk, *Kumaha*, be a leader, whether it is a state or an individual, but especially the state must follow the example of *Ingarso sing Tulodo*, we want to lead, we want to carry an agenda. we want to tell a story, by the way, by the way, we can't. Why are countries now looking to Indonesia because we have succeeded in building our economy so that it's not just a matter of doing things, it's just a matter of not being able to do anything."

Prabowo's response can be seen as flouting the Maxim of Manner, which requires speakers to be clear, orderly, and brief. In his reply, Prabowo reiterated his agreement with Ganjar and emphasized the importance of leadership by example, using the Javanese phrase "ingarso sing tulodo." He criticized mere rhetoric without practical implementation, arguing that Indonesia's success in building its economy was not due to empty talk but concrete actions. While Prabowo's points are valid, his manner of speaking was somewhat convoluted and repetitive, which could confuse the listener. His repeated phrases and somewhat disorganized structure detracted from the clarity and directness expected in such a discussion. Prabowo's approach, though critical of bureaucracy and advocating for action over words, could have been more effective if presented in a more structured and concise manner. His indirect criticism and verbose style may be perceived as undermining the efforts of others, rather than fostering a constructive dialogue. This deviation from the

Maxim of Manner suggests a need for more precise and orderly communication to enhance understanding and cooperation in political discourse.

Moreover, expressions like “omon-omon-omon” and “tidak bisa” can be seen as less professional and slightly less ethical for public or diplomatic usage. This indicates that the dialogue does not always conform to the principles of cooperation and mutual respect in communication, in accordance with the norms of the Maxim of Manner. Prabowo's repeated and somewhat disorganized speech patterns, combined with his critical tone, might undermine the respect and clarity necessary for effective political discourse, highlighting the importance of maintaining professionalism and clarity in communication.

Findings

Based on our findings, we identified eighteen instances of flouting maxims in the third presidential debate on defense, geopolitics, and international relations. These included four instances of flouting the Maxim of Quantity, five of flouting the Maxim of Quality, five of flouting the Maxim of Relevance, and four of flouting the Maxim of Manner. The analysis revealed that presidential candidates tend to flout the Maxims of Quantity and Relevance more frequently, while instances of flouting the Maxim of Manner were relatively rare.

This trend can be attributed to the nature and objectives of political debates. The Maxim of Quantity requires speakers to provide the right amount of information, not too little and not too much (Degaf, 2020). In a debate, candidates often provide excessive information to demonstrate their knowledge and competence, hoping to persuade voters of their thorough understanding of complex issues, as described by Cheeseman and Elklit (2020). They may also withhold certain details to avoid giving away too much or to simplify their message for the audience. This intentional adjustment of information quantity is a strategic move to manage the audience's perception. The Maxim of Relevance requires speakers to make their contributions relevant to the ongoing conversation. During debates, candidates might flout this maxim to steer the conversation toward topics they are more comfortable with or wish to highlight, as noted by Rakhmasari (2023). For example, a candidate might deflect a challenging question about defense policy by pivoting to a discussion on their economic achievements. This tactic allows them to control the narrative and emphasize their strengths, even if it means deviating from the original topic (Bartholomees, 2008).

Flouting the Maxim of Manner, which involves being clear, orderly, and brief, is less common in debates because clarity and brevity are crucial for effective communication in such high-stakes settings. According to Cheeseman and Elklit (2020), candidates aim to be understood by a broad audience and to convey their points succinctly to maximize their impact. While they may

occasionally flout this maxim for rhetorical effect or to add emphasis, doing so too frequently could lead to misunderstandings or appear unprofessional, which could alienate voters. The frequent flouting of the Maxims of Quantity and Relevance is driven by candidates' strategic aims to control the debate narrative and showcase their strengths. In contrast, maintaining clarity and brevity as dictated by the Maxim of Manner is generally seen as essential for effective communication in the structured and scrutinized environment of a political debate, similar to the observations made by Matravers and Pike (2003).

According to Grice's (1975) Cooperative Principle, speakers and listeners strive to maintain cooperation and mutual understanding in conversation. In the context of the third presidential debate, candidates often flouted the Maxims of Quantity and Relevance. This tendency allows them to make their messages more comprehensive and relevant to the voters, ensuring that their points are easily understood and considered. Grice (in Cutting, 2008) emphasized that the principle of flouting the Maxim of Manner focuses on how a message is delivered, including clarity and subtlety. However, in politically charged debates, candidates may prioritize the content of their message over the style of delivery. As such, flouting the Maxims of Manner appeared less frequently, with candidates focusing more on delivering information effectively and swiftly to the audience.

This research supports H. Paul Grice's theory of flouting maxims, which includes the maxims of quantity, quality, relevance, and manner. The findings demonstrate that these maxims are indeed flouted in the discourse of presidential debates, particularly in the categories of quantity and relevance. This aligns with Grice's Cooperative Principle, which emphasizes the importance of efficiency and cooperation in communication. Our research aimed to investigate maxim flouting in the context of presidential candidate debates, providing a comparison to previous research that primarily focused on scripted media content like films or television programs. Previous studies by Wahyuni et al. (2019), Aziz et al. (2019), Monica (Lestari, 2016), Utami et al. (2021), Puspitaningrum (2013), and Manurung (2019) explored maxim flouting for humor in movies or talk shows. In contrast, our study analyzes the strategies used by presidential candidates in responding to questions, addressing issues, and projecting their agendas while flouting the maxims. This approach aims to elucidate how language is employed by political aspirants to engage the public and secure electoral victory.

The main distinguishing aspect of this research is its focus on unscripted, real-time interactions within presidential debates, as opposed to the scripted content analyzed in previous studies. This methodological shift allows for a more realistic examination of maxim flouting in a natural environment, where political actors navigate social nuances, adhere to rhetorical rules, and connect with their audience intellectually, emotionally, and spiritually. Furthermore, selecting

presidential debates for our research underscores the role of communication in transforming democracy. Through democratic media, public opinion can be influenced, leading to changes in voter behavior and election outcomes. This study examines the tactics used by debaters to circumvent or utilize conversational maxims, providing a new understanding of how language engages people in political contexts.

In summary, this study aims to enhance our understanding of maxim flouting within political discussions, particularly in presidential debates. The findings explain why maxims are often flouted in political conversations and how this practice may affect the future of democracy. The research question addresses the subtle distinctions in the use of maxim flouting in communication strategies and its impact on shaping public opinion in democratic societies. The new methodological approach adopted in this study allows for an in-depth examination of real-time communication behaviors, contributing valuable insights to the field.

CONCLUSION

This study provides valuable insights into the strategic communication practices employed by presidential candidates in debates. The findings suggest that candidates frequently ignore the principles of quantity and relevance, emphasizing efficiency and cooperation in communication, consistent with Grice's Cooperative Principle. These strategies are used to influence public opinion and maintain political narratives, highlighting candidates' awareness of the impact their communications have on public perception. The results demonstrate that Grice's theory of maxim flouting remains a relevant framework for understanding the dynamics of political communication in debates, offering insights into the strategic and collaborative use of language and its effect on how candidates are perceived by the public.

However, this research has several limitations that should be considered for further development and refinement. First, the data were only collected from the third round of the 2024 Indonesian presidential debate on defense, geopolitics, and international relations, resulting in a limited scope. Second, the study focuses solely on this specific debate session without comparisons to previous presidential debates, restricting the potential for relevant comparisons. Third, the theoretical framework centers only on "flouting maxims," leading to a less comprehensive analysis. Fourth, the research exclusively utilizes qualitative methods, limiting the generalizability of the findings. To increase the validity of the study, future research should collect data from multiple presidential debate sessions and periods across different years, include other theories of maxims proposed by Grice, and incorporate a quantitative research approach to statistically substantiate the qualitative findings. This multifaceted approach would provide a more

comprehensive understanding of the strategic communication practices in presidential debates and their impact on public perception.

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