



## PRINCIPLES ANALYSIS OF GRICE'S COOPERATION IN EVENTS SPEECH IN TRADITIONAL MARKETS: A PRAGMATIC STUDY

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### Abstrak

Speakers and speech partners in a speech event cannot be separated from the rules governing the act of using language so that speech can run well. One of the language principles in pragmatic studies is the cooperative principle or Grice's cooperative maxims which divide the principles in question namely, 1) maxim of quantity, 2) maxim of quality, 3) maxim of relevance ( maxim of relevance), and 4) maxim of manner. This research was conducted to find out the application of Grice's cooperation maxims in speech events in the market. The population of this study are all traders and buyers who are transacting within the market scope. Whereas, Sampling was determined using random sampling technique or random sampling by taking as many as 10 to 15 conversational samples in trader and buyer transactions. Data collection is carried out by tapping or recording techniques. Data analysis was carried out in three stages, namely, data reduction, data modeling, and drawing/verifying conclusions. It is obtained that three out of the four Grice cooperation maxims are fulfilled. This conclusion is drawn from the results of processing or analysis of data obtained during the research. The three maxims fulfilled include; 1) maxim of quantity, 2) maxim of quality, and 3) maxim of manner. Meanwhile, the maxim that is violated is the maxim of relevance. One of the reasons why the maxim of relevance is violated by traders is to divert attention. This aims to offer or introduce other merchandise when the goods needed by the buyer are not available or out of stock.

**Keywords:** Maxim of Cooperation, Pragmatics

## INTRODUCTION

Pragmatics is a branch of linguistics that examines the problems of utterances or utterances spoken by speakers. Leech argues that pragmatics is a study that studies the meaning of utterances contained in certain situations or contexts. In other words, pragmatics examines the reciprocal relationship between form and function of an utterance based on its working principle. Language as a medium for conveying messages that are spoken or written is an activity that cannot be separated from human life as social beings. Humans interact with each other by using language as a medium. Therefore, speech cannot occur if there are humans involved in a speech event.

Communication is the process of conveying messages by one person to another to convey information either directly (orally) or indirectly (through the media). In general, everyone can communicate indirectly with each other because humans are not only individual beings but social beings who have a need to communicate in conveying or obtaining information. The way of conveying information can be divided into two, namely 1) direct or oral communication is communication made by two or more people who face each other directly and there is no distance or equipment that limits them from communicating, 2) indirect communication is communication that is done through intermediaries such as telephone,

Humans are social creatures. Humans in everyday life cannot be separated from social and community activities. Social activities are carried out in various ways, one of which is communication. According to Yule (2015: 17), communication is an

activity of conveying information that is carried out intentionally, the medium of which is language.

Speakers and speech partners in a speech event cannot be separated from the rules governing the actions of using language and the interpretation of the actions as well as the speech or utterances of the interlocutor. Each speech participant is aware of the rules of speaking and is responsible for deviations from the rules or linguistic principles in them. One of the language principles in pragmatic studies is the cooperative principle or Grice's cooperative maxims which divide the principles in question namely, 1) maxim of quantity, 2) maxim of quality, 3) maxim of relevance ( maxim of relevance), and 4) maxim of manner. The market is a place where sellers and buyers meet directly and of course involves language as a medium for transactions. Therefore,

## B. METHOD

This research is divided into four stages. The purpose of the research stages is made so that the implementation of research can run in a systematic and directed manner. The stages of the research in question, namely;

### 1) The planning stage

The research planning stage is the stage of formulating research ideas and concepts, this stage

through effort For identification problem, formulation of the problem, initial observation, determination of objects, formulation of hypotheses, determination of samples, preparation of research plans, determination of team members, determination of detailed budget requirements and research schedules, and managing licensing requirements and other required field equipment.

## 2) Implementation stage

Implementation of research in the form of data collection and data analysis. The intended data collection is in the form of retrieving information and data from selected informants as sources of information through recordings or tapping techniques used by researchers. The existing data is then analyzed according to the theoretical basis that has been determined.

## 3) Evaluation stage

The evaluation stage is the stage of assessing the performance of the research implementation which involves the head of the research team in assessing the achievement of the research objectives that have been set. Meanwhile, evaluation is carried out by tertiary institutions which are carried out at the tertiary level or an extension arm in the research field, namely LPPM with the aim of assessing the performance and course of research.

## 4) Reporting stage

This stage is the stage of making a research implementation report. In general, the activities in this stage are the preparation of implementation accountability reports in the form of research performance reports, financial accountability reports, and research results reports in the form of scientific articles or journals.

## C. RESULTS AND DISCUSSION

### a) Pragmatic Concept

According to Firth (in Wijana, 1996: 5) that the study of language use cannot be done without considering context. Meanwhile, Leech (1993: 8) says that the science that is able to examine the meaning of speech is pragmatics. This is different from semantics which examines the meaning of sentences. Thus it can be said that semantics examines linguistic meaning, while pragmatics studies the purpose of speech. Furthermore, Levinson (1983; 21-24) explains several meanings pragmatic. First, to understand the meaning of language, a speaker is required not only to know the meaning of words and the grammatical relationships between these words, but also to draw the conclusions stated earlier. Second, pragmatics is the study of the suitability between sentences spoken by language users and the context behind them.

Meanwhile, Leech (1993: 70) argues that pragmatic principles are basically non-conventional in nature, that is, they are motivated by conversational goals. In line with this opinion, Wijana (1996: 2) says that pragmatics is the science that

examines the relationship between language and the context that underlies the explanation of the meaning of language. The inclusion of context in understanding and or producing utterances is intended to build cooperative principles and courtesy in communicating so that communication goals can be achieved effectively. The context is related to behaviors, situations, interpretations, and cultures that differ from one society to another. What is considered important and interesting by certain people, is not impossible for other people to consider normal.

### **b) Application of Cooperation Principles**

An expert in pragmatics ie

*grice* put forward a theory of how people use language. In this theory, the concept of implicature is developed. In the conversation there is what is called the principle of cooperation. *grice*, in Gunarwan (2007: 308) states that the principle of cooperation requires speakers to contribute to conversation according to what is needed. Meanwhile, the principle of politeness relates to social, aesthetic, and moral rules in speech. Speeches spoken by speakers to speech partners so that they are easy to understand and relevant to the speech situation in accordance with the rule known as the cooperative principle. Principle Cooperation according to *Grice*, divides into four maxims, namely the maxim of quantity, maxim of quality, maxim of relevance and maxim of manner of implementation.

#### **1) Principle of quantity (The Maxim of Quantity)**

The principle of quantity requires a speaker to be able to provide sufficient, concise and concise information. In addition, speakers must also speak as it is, without adding and subtracting from

the conversation. An example of the application of the maxim of quantity in Bugis conversation can be seen in the following data.

A : "Mother, are you wrapped in plastic penne?" (Mom, selling plastic plates?)

B : De'gaga (None)

A : "I can't bear to be used to plastic penne e ma'am?" (Plates like that are usually sold where ma'am?)

B : "Pabbalu broken glassware" (Seller of glassware)

A : "Kitega?" (chackery seller where is mom?)

B : "Pabbalu mix" (mixed goods seller)

A : "Ooiye thank you" (oh yes, thank you)

The conversation above shows the fulfillment of the maxim of quantity in the conversation between the seller and the buyer. The traders clearly provide answers according to the needs of the buyer as the interlocutor and there is absolutely no violation of the maxim of quality in it. This is illustrated throughout the conversation that took place since the buyer asked about the bottle of almonds he would buy from him. However, the plate the buyer meant was not sold by the trader, so the buyer further asked the seller where the plate was sold. "I can't bear to be used to plastic penne, ma'am?" that is, plates like that are usually sold where?. Traders also

provide instructions with "mixed sellers" meaning mixed goods sellers.

## 2) *Maxim of quality (The Maxim of Quality)*

Based on the maxim of quality, the speaker must express what is real and clear and not confuse the other person. Sometimes, speakers are not sure about what they are being told. There is a way to express this doubt without having to violate the maxim of quality, such as by adding the prefix as possible, if I'm not mistaken, and so on. However, no data was found to express doubts.

Examples of quality maxims in Bugis language conversations can be seen in the following data.

A : "You don't have shallots, mother?" (are there shallots mother?)

B : "Aro ki yawa" (That in the below section)

A : "Ooo that, tassiagai?" (oh that, how much is that?)

B : "30 thousand" (Thirty thousand rupiah)

A : "1 kilo?" (1 kilo?)

B : "Iye, iye" (yes, yes)

A : "Akko garlic?" (how about garlic?)

B : "That" (that)

A : "Tassiaga to si yede?" (how much for this one?)

B : "Alert egg?" (how much do you want?)

A : "Wedding or not 10 thousand na tellu yede?" (This one, is it usually 10,000 rupiah for three cloves?)

B : "Iye nulle" (yes you can)

In the conversation above, it shows the fulfillment of the maxim of quality. Buyers who ask for shallots are answered by pointing to the intended direction. When the buyer asks the price "Ooo that's it, tassiagai?" means "oh that, how much is that?". The trader answered succinctly "30 thousand", that is, thirty thousand rupiah. "Is it garlic?" means "how about garlic?". The trader briefly answered while pointing at the trade referred to as "itue" means, "that". Overall, the conversation above shows the trader in a clear light and does not cause confusion to the interlocutor in answering every question given.

## 3) *Maxim of Relevance*

Based on the maxim of relevance, the speaker must give contribution relevant to the conversation situation. Do not deviate from what is being discussed. Examples of maxims of relevance in Buginese conversation can be seen in the following data.

A : "Tassiaga yero?" (what price is that?)

B : "Five se'bu" (five thousand)

A : "Alert yamaneng?" (all how much?)

B : "Two pulo" (twenty)

A : "Akko yede to sis?" (How many what price is this?)

B : "Ten thousand seddi" (that one costs ten thousand per unit)

A : "Yede biccu e?" (how about this little one?)

B : "Five thousand na dua akko biccu i"  
(five thousand for two small units)

A : "Engka bando yero don't you have a  
band na?" (do you have a headband  
with a ribbon on it?)

B : "Bansana ga yede?" (is something  
like this)

A : "Oh iye noble yetu" (oh, something  
like that)

B : "Mitai ketu onion tacos. Maega is  
akketu model but akko maelo ki yero  
maegae, mi ye noble. (Please look there.  
There are many models there, but if you  
want one like this)

A : "Yes really?" (Which one?)

B : "Yeah he is. Ten thousand  
makessing this quality. Ta cobani" (this  
one. Ten thousand is of good quality.  
Please try it)

A : "Ten thousand yede?" (is this worth  
ten thousand)

B : "Yes, ten thousand" (Yes 10,000). The  
context of the conversation between the  
seller and the buyer above discussed about  
bando (accessories worn on the head). The  
results of the analysis of the transcribed  
data indicate that there is a violation of the  
maxim of relevance. Traders deliberately  
divert attention as well as initial  
conversations regarding the type of  
headbands asked by buyers to other types  
of headbands.

Diversion in the sentence "Tacoba  
Bawangni Mitai Ketu. Maega is an akketu  
model but akko maelo ki yero maegae, mi  
ye nobleman." meaning, please look there.  
there are many models there, but if you just

want something like this, marked with the  
word "but" makes the initial context of the  
conversation irrelevant to the intention of  
the buyer's initial question. This aims to  
keep attracting buyers' interest with other  
merchandise when the goods sought by  
buyers run out or don't exist.

#### 4) *Maxim of Manner*

This maxim is no longer about what is  
said but the way things are said: every  
speaker must speak clearly, without  
darkness or ambiguity, concisely and  
orderly in giving information so that it  
is easy to understand.

A : "Nulle ga ten thousand na tellu  
ye?" (can ten thousand for three  
units)

"*Iye nulle*" (Yes, you can)

A : "Akko yede to si tassiagai  
seddi kilo?" (How much does this  
one cost?)

B : "Yes, 15" (yes, 15 thousand)

A : "15 in?" (15 thousand right?)

B : "Yes" (yes)

Conversations between traders and  
buyers in this data indicate the  
fulfillment of the maxim of manner. The  
conversation runs clearly and without  
causing ambiguity in it. Pictured when  
the buyer asks the price of the item in  
question and the seller replies clearly.  
"Nulle ga ten thousand na tellu ye?"  
You mean can it be 10,000 for three  
units?" then the trader answered "Iye  
nulle" which means yes.

#### D. CLOSING

## Conclusion

*grice*, in Gunarwan (2007: 308) states that the principle of cooperation requires speakers to contribute to conversation according to what is needed. Meanwhile the principle of politeness with regard to social rules, aesthetics, and morals in speaking. In realizing the principles of cooperation and courtesy are (1) using direct speech, and (2) using indirect speech.

In the discussion above, three out of the four Grice cooperation maxims are fulfilled. The three maxims fulfilled include; 1) maxim of quantity, 2) maxim of quality, and 3) maxim of manner. Meanwhile, the maxim that is violated is the maxim of relevance. One of the reasons why the maxim of relevance is violated by traders is to divert attention. It aims to offer or introduce other merchandise if the goods needed by the buyer are not available or out of stock.

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