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

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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 is 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 Gunawan (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 rules 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 ege?” (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?)

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(author name)
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 
aegae, 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.

BIBLIOGRAPHY