

An Analysis of the Violation of Maxims in “Just Friends” Webtoon by CL Nuna

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Abstract

Acquiring knowledge of maxims is crucial since it has a substantial influence on daily communication. In the field of education, the utilization of maxims is deemed significant due to the potential disparity between teachers' explanations and students' comprehension. Therefore, teachers must possess clear and efficacious delivery skills. Hence, it is imperative for students to comprehend the information imparted by their teachers in order to prevent any misinterpretation. The use of maxims in education also aims to build speaking and listening skills. Furthermore, this research analyzes maxim violations because not only in real life, maxim violations are often found in comics. Therefore, this research tries to analyze the maxim violations contained in the comic entitled Just Friends. Just Friends is a humor genre comic and is a famous comic on Webtoon created by CL Nuna. This research aims to find out what types of maxims are violated and what maxim violations are most often found in comics. This research uses qualitative methods because the researcher wants to explain the types of maxim violations found in the Webtoon Comic Just Friends. In analyzing the data, the author uses tables to make it easier for the author to classify the types. The results showed that most of the characters violated the maxim of quantity because they answered excessively and did not provide information as needed. It is hoped that this research can be developed by other researchers to include a more in-depth study of the factors that influence maxim violations or their impact in various contexts.

Keywords: *Cooperative Principles¹; Violation of Maxims²; Comics³*

INTRODUCTION

Engaging in communication with a group of two or more individuals can be challenging. In order to attain effective communication, especially in verbal interactions, it is essential for the participants to display cooperation. To be cooperative in a conversation, the participants are expected to follow some principles called Cooperative Principles that consist of maxim (Muftachor et al., 2019). Occasionally, misinterpretations can occur during a conversation or communication when the intended message is not effectively transmitted or when there is a disparity in comprehension between the speakers and listeners. When misunderstandings occur, individuals may fail to comprehend the intended meaning of the speaker. Consequently, the initially straightforward conversation evolved into a protracted and intricate process. Parahiba (2022) suggests that an inaccurate portrayal of the chat's context can also lead to controversy. The act of deviating from the intended meaning or purpose of a discussion in English is referred to as a violation of a Maxim.

Misunderstandings in communication do not only occur when meeting someone face to face, but they also happen in social media. Not only as a place to interact or communicate, social media is also a place to develop creativity and a place to share people's daily activities. Saefuddin et al. (2023) said that Social media is widely used to promote hobbies and creativity including traveling, vlogs, education, and also comic strips. Here are some social media platforms commonly used by people, such as Facebook, WhatsApp, Instagram, Tiktok. When social media started to attract the interest of users, the use of social media was not only used for communication but other applications or platforms that offered various entertainment by watching movies, reading novels to reading comics.

Jayaputri (2017) said that novels and comics have meaning and context that is appropriate to their background. Even though it has appropriate meaning and context, there are still misunderstandings when understanding the background storyline of comics. As stated by Simarmata et al. (2021) Comedy can be found in the form of jokes used to entertain readers. In joking, people tend to mislead or misunderstand communication or information to make people laugh. Authors usually write their works to express their imagination, ideas, and experiences. Because comics are literary works where there is no direct interaction between the writers and the readers, comic writers and comic readers each have their understanding of what is read. Furthermore, conversations in the comic between one character and the other characters that do not match will cause a violation.

This research is motivated by various prior studies, particularly the investigation carried out by Jayaputri H. E. (2017) titled "How Do You Comprehend Tahilalats Comic?", this research uses cooperative principles and focus on discussing 30 episodes in Line Webtoon. In addition, Saefudin et al. (2023) did a study titled "Analysis of Maxim Violations in the Comic Strip @Pepekomik." The research examined violations of cooperative principles and categorized instances of deviant speech and focused speech in a 25-chapter comic strip published on Instagram. Furthermore, research conducted by Pertiwi, W.E. (2023) with the title "Non-Observance Maxims in Banyumasan Humor Speech" used a pragmatic approach with Grice's theory (1975) which discuss the non-observance of conversational maxims. This research examines humorous speech on YouTube social media.

The results of his research inspired the researcher to conduct similar research to find out violations of the maxims contained in the webtoon "Just Friends" by CL Nuna and find out which maxims that dominantly used. Using Webtoon as an entertainment medium, apart from entertaining readers, Webtoon is easier to access anywhere and anytime. Not only that, as stated by Fauziyyah, et al. (2022) Webtoons help convey information in the form of a collection of images published digitally. Rahman, dan Muzaki, (2022) in Fauziyyah, et al. (2022) said that Webtoon can be interpreted as a medium for conveying modern humor.

The distinction between prior research and this research lies in the subject under investigation. Maxim violations occur not only in actual life, but also in comics. The comic writers intentionally incorporated transgressions to provide amusement inside the narrative. This study was an analysis of the specific instances in which the principles of cooperation were disregarded in the Just Friends Webtoon comic by CL Nuna.

METHOD

This research aims to analyze the types of maxims and the dominant maxims found in the Just Friends Webtoon comic by CL Nuna. This research used the qualitative method because the researchers tried to describe the violation of maxims, and the source data used is the humorous Webtoon comic that is Just Friends comic by CL Nuna which is taken from a Webtoon social media application especially maxims found in this comic. The researcher used two steps in data collection technique. First, a reading technique was to read the dialogue in Just Friends Webtoon comic carefully, then second the researcher used taking notes to find out the kinds of maxims.

Following data analysis techniques from Just Friends Webtoon comic: Firstly, the researcher read the story of Just Friends comic and then identified several dialogues that includes violations of maxims. Second, the researcher used criteria for categorizing the violation of maxims. Third, the researcher classified the data that had been identified into the table.

Analysis Table of Types Violation of Maxims

Utterance	Maxims			
	Manner	Relations	Quantity	Quality

RESULTS AND DISCUSSION

Regarding the results and discussion, the researcher analyzed the data according to the violations that occurred in the maxims. These violations were classified by the theory of cooperative principles. Grice (1975) divided violation maxim of cooperation into four types, maxim principle of violation of quantity, quality, relevance, and manner (Permadi, 2017). The data presented in tabular form below regarding the frequency and percentage of violations of maxims in Just Friends comics.

A. Violation of Maxims Relations

Violation of Maxims relations happens when the speakers give a response that is not related to the topic of discussion. Oktavianti, I., N. & Rolyana, I. (2012) state this maxim requires each conversation participant to make a contribution that is relevant to the topic of conversation. Like the conversation that researchers analyze in the following Just Friends Webtoon Comics.

(Data 1) Aaron : *“mana bukubelum di beresin lagi. Pasti PR juga belumdikerjainkan?”*(The book has not been organized yet. Undoubtedly, the homework remains unfinished. Have you completed it?)
 Bagas : *“emangada peer?”*(are there any homework?)

In data 1, the conversation between Bagas and Aaron explained that Bagas' answer did not answer Aaron's question, but Bagas asked Aaron again "Is there any homework?" because it is not related to the question given, a violation of maxims relations occurs. The speaker did not get a response according to what was asked.

(Data 2) Bagas : *“duh, gawat dong, ron”*(“OMG, that's bad, ron”)
 Aaron : *“gawatkenapa?”*(“bad? why?”)
 Bagas : *“gawatsoalnyaakugantengbangethariini”*(“It's bad because I'm extremelly handsome today”)

In the second dataset, Bagas once again questioned Aaron without addressing any of the issues raised in Aaron's question. Bagas expressed his distress, prompting Aaron to show concern and inquire about the situation. Bagas responded to him with a jest, rather than giving a serious answer, by saying that he is good-looking.

- (Data 3) Aaron : "*Gimanakalausebabapakngejarkitakesini?*" ("What if the man chases us here?")
Bagas : "*Nggak bakal, diakan tau kitamampubelimekdi*" (No way, he knows we can afford McD")
- (Data 4) Bagas : "*Kayaknyaakhir- akhirini si bapak keseringan ngerazia, ya gak sih?!*" (lately the man often raid, doesn't he?)
Aaron : "*Dia tuh bad mood lantaran belum nemu wig yang pas*" (He's in a bad mood because he hasn't found the right wig")

In data 3, Aaron asked Bagas what would happen if the teacher pursued them, to which Bagas responded unseriously. In addition to data 3 and data 4, Aaron failed to respond seriously to Bagas' question and instead provided an unsuitable answer.

Violation of Maxims Manner

Noertjahjo et al (2017) in Cutting (2002) state that violating the maxim of manner happens when a speaker does not talk clearly, appearing to obscure and tending to ambiguity. In line with Oktavianti, I., N. & Rolyna., I. (2012) said the speech participants are expected to speak directly, not blurry, not ambiguous and not exaggerated and coherent.

- (Data 5) Lidya : "*Bagas, nantidatangyakeulangtahunku!*" (Bagas, come to my birthday later!)
Bagas : "*asikmakan gratis- eh maksudkukitapastidatang, yakanron*" (it's fun to eat for free- er.. I mean we'll come for sure, right ron)
Lidya : "*akunggakbilangngundang Aaron lohhihihi*" (I didn't say I invited Aaron, hihihi)
Bagas : "*oh.. kalau gitu aku juga nggakikut deh*" (oh.. I won't go either)

In that conversation there was a woman named Lidya who wanted Bagas to come to her birthday party or in other words Lidya invited Bagas to attend. But Bagas did not refuse but said that he went to a birthday party to get free food. Bagas did not give a clear answer as to whether he wanted to attend Lidya's birthday party or not. This results in a violation of the maxim of manner. Furthermore, Bagas said he would come with his friend Aaron even though Lidya said that she had not invited Aaron to her event.

- (Data 6) Rani : "*Bagas, kitabolehikutanmakanbarengdisini?*" ("Bagas, can we eat together here?")
Bagas : "*Tapi kursinyaudahditempatin sama Aaron, maapya para ladies*" ("but the chair has already been occupied by Aaron, sorry ladies")
Rani : "*Aaron terus*"... ("Aaron again.....")

Similar to data 5, in data 6 a girl named Rani asked Bagas whether or not he could sit and eat together, but again Bagas did not speak directly and answered with unclear answers. Bagas rejects questions from Rani because Aaron will sit and eat with him. Bagas should have answered in maxims manner with a direct yes or no answer.

- (Data 7) Aaron : *“Bisa cepet ngga?! aing gamau kalau sampe dihukum si bapa botak!”*
“(“Can you hurry up or not?! I do not want to be punished by the bald man”!)
Bagas : *“Iya, iya maaf gabisa diajak bercanda amat sih?!”*(Yes, yes, sorry. can't really take a joke?!)

In data 7, Aaron told Bagas to quickly get ready to go to school because if they are late they will be punished by their teacher. However, Bagas answered with an apology because he thought Aaron could not joke but Bagas did not immediately get ready.

Violation of Maxims Quantity

In the speech, each conversation participant is required to contribute information that is needed, and not provide more informative contributions than is necessary (Oktavianti, I., N. & Rolya., I., 2012).

- (Data 8) Teacher : *“Ada apaini? Bapak mencium bau keributan!”*(What happened? Is there any noise?)
Student A : *“Ada yang berantempak, tolong segera di lerai! Nanti keburu viral sekolah kita!”*(“There is a fight, sir, please solve it immediately otherwise our school will go viral!”)
- (Data 9) The waitress : *“Samsul.. apa yang harus kukatakan pada tuan besar?”*
“(“Samsul.. what should I say to the great master?”)
Samsul : *“Katakan anaknyasedangmenjalankantugasmulia”* (Tell him that his son is carrying out a noble task).

Cutting (2002) in Saefudin et al. (2023), the maxim of quantity is flouted when the speaker gives too much or too little information that is required, so the information can be an insufficient and uninformative contribution. In the maxim Quantity is required to contribute information that is needed. However, in the conversation in data 8, when the teacher asked student A, he answered by providing more informative contributions. So there was a violation in the conversation this time because student A added an answer that was not informative. Similar to data 8, in data 9 Samsul, the other waitress gave an irrelevant answer. He does not answer with factual answer.

- (Data 10) Nenek sihir : *“Boleh kak buahnya, gratis loh kak dicoba jadulu”*(“You can try the fruit, it's free, just try it first”)
Putri Salju (Aaron) : *“Wah kelihatannya enak, aku cobaya”*(“Wow, it looks delicious, I'll try it”)
- (Data 11) Bunda : *“Bagas kamu punya pacar?”*(Bagas, do you have a girlfriend?)
Bagas : *“Hah baru putus sih bun”* (Huh, I've just broken up, Mom)
Bunda : *“Kalau Aaron?”*(How about you Aaron?)
Aaron : *“Kalau Aaron sedang memprioritaskan belajar dahulu jadi belum ada waktu untuk pacaran”*(Aaron is prioritizing studying first Mom, so there is no time for dating yet”)

In data 10, Bagas and Aaron's school are performing a drama show. Another student in the role of the witch and Aaron in the role of Snow White had a conversation about

the folk tale. However, Aaron did not answer briefly what the witch said. Besides data 10, data 11 when Bagas and Aaron answered inappropriately or irrelevant. Mother asked Bagas and Aaron, but they did not answer briefly and clearly but instead answered with uninformative answers.

- (Data 12) Bagas : *"Jajandulukekantin yuk, laperginiperut"*(*"Let's go to the canteen for some snacks, I'm hungry"*)
 Student A : *"Ini masih jam 8 pagiloh bang"*(*"It's still 8 a.m., bro"*)
 Student B : *"Dia lagi hamilcacing kremi jadi wajar kalau lapermulu"*(*"He's pregnant with pinworms so it's natural that he's hungry all the time"*)

In data 12, when Bagas invited his friend to come to the canteen, his friend did not immediately answer yes or no following the maxim of quantity. However, he answered in surprise when Bagas was already hungry even though it was still 8 in the morning, so another friend said there were worms in his stomach which made him hungry.

Violation of Maxims Quality

- (Data 13) Andre : *"Abang, bumibentukdataritucumakonspirasi"*(*Brother, the flat earth is just a conspiracy*)
 Bagas : *"Ihbeneran tau! Aku kannonton di Siatube!"*(*I know! I'm watching it on Siatube!*)

Maxims of quality require each participant of the speech to contribute correct information. Every conversation should be supported with correct evidence. The principle of quality is a principle that is carried out by speaking honestly and openly without hiding anything (Daradinanti & Putri, 2022). However, in data 13 the conversation between Andre and Bagas talks about facts from the earth. Both do not present clear answers and are based on valid evidence. So there was a violation of the maxims of quantity.

- (Data 14) Angga : *"Kok kalian tiba - tiba ingin diajari table manner? Apakah mau kencan?"*(*"why do you suddenly want to be taught table manners? Do you want to go on a date?"*)
 Aaron : *"kencankoksamasatwa? Nih liat sibabimenangundian"*(*Why are you dating an animal? Look! the pig is winning the lottery*)

Data 14 reveals that Aaron provided an answer that did not correspond to Angga's question. Aaron answered with called his friend like a pig. This is not following the maxim of quality, so violations are found.

Table 1. Analysis Table of Types Violation of Maxims

No data	Utterance	The types of maxims			
		Manner	Relations	Quantity	Quality
1	<i>emang ada peer?</i> (<i>are there any homework?</i>)		✓		
2	<i>gawat soalnya aku ganteng banget hari ini</i> (<i>It's bad because I'm handsome today</i>)		✓		

3	<i>Nggak bakal, dia kan tau kita mampu beli mekdi</i> (No way, he knows we can afford McD)	✓			
4	<i>Dia tuh badmood lantaran belum nemu wig yang pas</i> (He's in a bad mood because he hasn't found the right wig)	✓			
5	<i>asik makan grati- eh maksudku kita pasti datang, ya kan ron</i> (it's fun to eat for free- er I mean we'll come for sure, right ron)	✓			
6	<i>Tapi kursinya udah ditempatin sama Aaron, maaf ya para ladies</i> (but the chair has already been occupied by Aaron, sorry ladies)	✓			
7	<i>Iya, iya maaf gabisa diajak bercanda amat sih?!</i> (Yes, yes, sorry. can't really take a joke?!)	✓			
8	<i>Ada yang berantem pak, tolong segera di lerai! Nanti keburu viral sekolah kita!</i> (There is a fight, sir, please solve it immediately otherwise our school will go viral!)			✓	
9	<i>Katakan anaknya sedang menjalankantugasmulia</i> (Tell him that his son is carrying out a noble task)			✓	
10	<i>Wah kelihatannya enak, aku coba ya</i> (Wow, it looks delicious, I'll try it)			✓	
11	<i>Kalau Aaron sedang memprioritaskan belajar dahulu jadi belum ada waktu untuk pacaran</i> (If Aaron is prioritizing studying first so there is no time for dating yet)			✓	
12	<i>Dia lagi hamil cacing kremi jadi wajar kalau laper mulu</i> (He's pregnant with pinworms so it's natural that he's hungry all the time)			✓	
13	<i>Ih beneran tau! Aku kan nonton di Siatube!</i> (I know! I'm watching it on Siatube!)				✓
14	<i>kencan kok sama satwa? Nih liat si babi menang undian</i> (Why are you dating an animal? Look1 the pig is winning the lottery)				✓
Total		3	4	5	2

Table 2. The recapitulation of data analysis

Types of violation of maxims	Frequency	Percentage
Manner	3	21%
Relation	4	29%
Quality	2	14%
Quantity	5	36%
Total	14	100%

The data table above shows that researchers acquired a total of 14 frequencies. Nevertheless, the occurrence with the greatest frequency constitutes a breach of the maxim of quantity, accounting for 36% of the total. However, the frequency of violations of the maxim of quality was merely 14% in comparison.

The table presents a summary of analytical data on instances of maxim violations. The majority of violations in Just Friends comics were determined to be violations of the maxim of quantity, accounting for 36% of all violations. This indicates that violations of the maxim of quantity are the most prevalent. The percentage of violations of the maxim of manner is 21%, the percentage of violations of the maxim of relations is 29%, and the percentage of violations of the maxim of quality is the lowest at 14%.

CONCLUSION

From the discussion above, researchers can conclude that maxim violations do not only occur in real life but also occur in literary works. This is proven by the discovery of four types of maxim violations in the Just Friends comic. The first is a violation of the Maxim of Quantity, namely when speaking with a long-winded amount of information, is not concise and clear. The second is a violation of the Maxim of Quality, namely when speaking with information that is incorrect, dishonest, and irrelevant. The third is a violation of the Maxim of Relevance, namely when speaking with information that is not relevant to the context of the conversation. Fourth, namely violation of the Maxim of Manner when speaking unclearly and inappropriately. In pragmatic analysis, the use of maxim violations can be used intentionally to cause certain effects in communication such as humor. The impact of violating the maxim is to cause misunderstanding or confusion in the reader, receiving wrong information, confusion, sarcasm, and so on. Therefore, it is important to understand the principles of maxims to avoid misunderstandings in conversation so that the conversation can be successful. In addition, the researcher hopes that this research can be developed by other researchers to include a more in-depth study of the factors that influence maxim violations or their impact in various contexts.

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