

**AN ANALYSIS OF VIOLATING MAXIMS IN
COOPERATIVE AND POLITENESS PRINCIPLES IN
STAND-UP COMEDY SHOW BY TREVOR NOAH**

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ABSTRACT

This research is entitled an analysis of violating maxims in cooperative and politeness principles in stand-up comedy show by Trevor Noah. The aims of this research is (1) to identify the types of violating maxim of cooperative principles in stand-up comedy show by Trevor Noah. (2) to identify the types of violating maxim of politeness principles in stand-up comedy show by Trevor Noah. And (3) to find out the aims of the violation of cooperative and politeness principles in stand-up comedy show by Trevor Noah.

This research is a qualitative descriptive research. The data in this research are Trevor Noah's utterances in his stand-up comedy shows taken from his YouTube channel. The writer analyzed the data obtained using the *Simak Bebas Libat Cakap* (SBLC) technique and note-taking technique. To analyze the data, the writer used a descriptive analysis method based on Grice's theory of cooperative principles and Leech's theory of politeness principles.

The result of this research shows that there are 54 utterances containing humor in Trevor's stand-up comedy show which violated cooperative and politeness principles. The most frequent violations of Grice's cooperative principles were in a form of relevance maxim and manner maxim, each of which was violated 9 times. Meanwhile, Leech's politeness principles mostly were violated in a form of approbation maxim and sympathy maxim, each of which was violated 6 times. Apart from that, in this research, the writer found 2 purposes of violating maxim of cooperative and politeness principles in stand-up comedy show by Trevor Noah, namely to be funny and criticize.

Keywords: Pragmatics, Cooperative Principles, Politeness Principles, Stand-up Comedy

A. BACKGROUND

Language is essential in communication. In order to achieve the aim of the communication process, the use of the language needs to be considered. Language function as a means to express thoughts and emotions, as a tool for thinking and feeling, and as a tool for understanding the thoughts and emotions of others (Sudaryono, 2000). Also, language is used as a way to express thoughts, opinions, messages, either directly or indirectly.

Pragmatic is understood as the systematic investigations of what and how people mean when they use language as a vehicle of action in a particular context and with a particular goal in mind (Bublitz & Norrick, 2011). Studying pragmatics aid listeners in comprehending the intended meaning and the actions carried out by speakers during communication. One of which is understanding humor.

Humor can be conveyed using language, or created with other aspects such as movement, facial expressions, or even using an object. Humor is not just a tool to entertain people, but also can be an education tool. Humor is the most frequently used way by people to express criticism because it is considered the safest. By conveying criticism through humor, the criticized party will contemplate the criticism as a joke made by the speaker.

Nowadays, stand-up comedy is used by some people to convey criticism of social issues in society at that time. Schwarz (2010) explained that stand-up comedy consists of the humorist's monologue addressed to a receiving audience. Although it is traditionally a solo performance, in

delivering their jokes, it can be presented in a variety of ways, including through storytelling, descriptive narration, dialogue or monolog. Even though there is no conversation taking place, conversational dialogue can occur in a form of indirect speech contained in the comedian's storytelling.

Trevor Noah is one of the famous stand-up comedians with satirical and sarcasm comedy is. Trevor is a mixed-race ancestry comedian, which makes him understand about race and ethnicity that lead his comedy theme. Also, he often delivers satirical and sarcasm comedy. He brings humor that raises several social issues such as race, ethnicity, religion, politics, etc. Here are the examples of satirical comedy from Trevor Noah on his YouTube channel:

They think our politicians are stupid, maybe it is because of how they sound. Jacob Zuma is smart. Jacob Zuma was the head of intelligence for the ANC (African National Congress) during the struggle. Jacob Zuma started the chess team on./ Robben Island, a lot of people don't know that. He started the chess team, yeah. This is why he is so good with moving the cabinet around "yeah, Pravin like that", "because he is a horse", "check" (imitating Jacob playing chess).

Trevor Noah brings satirical comedy in his show which there is social criticism for things he considers strange or inappropriate. He uses creative choice of words in conveying his criticisms, creating a humorous atmosphere for the audiences.

This study will discuss the process of creating humor from pragmatic point of view, about how a humor that is conveyed to the audience can create a funny expression. According to Wijana (2003:6), one of the forms of creating humorous discourse is through the creating of speech that does not

comply with the pragmatic norms of language, which consists of the cooperative principles of Grice and the politeness principles of Leech. In speech process, speakers are often found who diverge from one or perhaps both of these principles. Deviations that are done are not only to violate existing conventions, but there are goals to be achieved by the speaker. In this case, the speaker's goal to be achieved in conveying his humor is to create a funny effect. In this study, the researcher discusses the violation of cooperative principles and politeness principles to create humor in an utterance. There are four maxims of Grice's Cooperative principle, specifically (1) maxim of quality (2) maxim of quantity (3) maxim of manner (4) maxim of relevance. These four maxims are part of Grice's cooperative principle which is useful for the communication process to occur properly.

This topic was chosen as a research study because the researcher is interested in the way Trevor Noah conveys social criticism wrapped in satirical humor and sarcasm. In addition, researcher is also curious if satirical humor is studied from a pragmatic perspective.

B. METHOD OF RESEARCH

The research is a qualitative descriptive study that deals with violating maxims of cooperative principles and politeness principles in Stand-Up Comedy show by Trevor Noah by applying pragmatic approach to analyze it. The researcher chose qualitative study because the characteristics

correspond to the objective of this study. The main characteristic of qualitative study is that researchers tend to collect data directly from the object being studied. Data is collected by actually talking directly and seeing the behavior of participants directly (Creswell & Creswell, 2018).

1. Data and Source of Data

The research examines the violation of Grice's cooperative principles and Leech's politeness principles, in which the research data are taken from the utterances in the video of Stand-Up Comedy by Trevor Noah on YouTube. The utterances that will become the fundamental instrument are taken by means of self-analysis by the researcher. This research is a qualitative research, so data are collected through examining documents, observing behavior, and interpreting it. Transcription of Trevor Noah speeches made to simplify the analysis process. The data are collected from several videos of Trevor Noah from the free video sharing platform YouTube, specifically from Trevor Noah YouTube channel.

2. Method of Collecting Data

The process of collecting the data are using *Simak* (Uninvolved Conversation Observation Technique) based on Sudaryanto (1993:136, 140) and note-taking technique. In the first technique, the researcher watch to the video, where the speech process carried out by the speaker, freely and not involved. The second technique is note-taking. Note-taking technique is done by transcribe all the data obtained from the

simak method which has been carried out and put in into the data tabulation.

3. Method of Analyzing Data

After collecting the data, data will be analyze using descriptive analyzing method that suit to the research. The data identified based on the cooperative theory by Grice and politeness principles by Leech. The data will be elucidate based on the identification, after that the research her review the data through triangulation.

C. DISCUSSION

1. Types of Violating Maxim of Cooperative Principles

There are four maxim of cooperative principles that is being violated by Trevor Noah in his stand-up comedy show. The four maxims are quality maxim, quantity maxim, relevance maxim, and manner maxim. The explanation of each violation will be discussed below.

a. Violation of Quality Maxim

The results of the analysis carried out by researcher showed that there were 7 violations of quality maxim in stand-up comedy show by Trevor Noah. Quality maxim expects speaker to provide correct information based on the evidence. Violation of quality maxim can occur if the speaker conveys information whose truth is not clear and there is no adequate evidence. The following is an example of a violation of quality maxim that researcher found in stand-up comedy show of Trevor Noah.

b. Violation of Quantity Maxim

The analysis carried out by the researcher found that there were 5 violations of quantity maxim in Trevor Noah's stand-up comedy show. Quantity maxim requires each participant to contribute as much as what is needed by the interlocutor, no less and no more. The following is an example of a violation of quantity maxim that researcher found in Trevor Noah's stand-up comedy show.

c. Violation of Relevance Maxim

Relevance maxim recommends that speakers offer information that is precisely necessary for the conversation, without including excessive details. Speakers are expected to refrain from introducing irrelevant topic or extraneous details that could potentially confuse or divert attention from the main focus of the discussion. In the stand-up comedy show by Trevor Noah, there are 9 violations of relevance maxim that have been found by the researcher. The following are several examples of violations of relevance maxim that were found in the stand-up comedy show by Trevor Noah.

d. Violation of Manner Maxim

Manner maxim specifically emphasizes the need for information to be conveyed in a clear and unambiguous manner. There are some key points associated with manner maxim, that is

minimize ambiguity, strive for clarity and conciseness, organize information, and use appropriate language. The researcher found 9 violation of manner maxim in the stand-up comedy show by Trevor Noah. Below are some examples of the violations that were found.

2. Types of Violating Maxim of Politeness Principles

The researcher found there 6 six maxims of politeness principles that is being violated by Trevor Noah in his stand-up comedy show. The six maxims are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. Each violation will be discussed below.

a. Violation of Tact Maxim

Following politeness principles means speaker should choose their words carefully to avoid causing offence, embarrassment, or discomfort to the listener. Violating tact maxim happened if the speaker try to maximize cost to others, or minimize benefit to others. Wijana (1996:56) said that tact maxim is expressed in directive and commissive speech. In the stand-up comedy show by Trevor Noah, the researcher found there is 1 violation of tact maxim in his stand-up comedy show.

b. Violation of Generosity maxim

Violating generosity maxim occurs when the speaker try to maximize benefit for themselves and minimize cost for themselves.

Wijana (1996:57) said that generosity maxim is expressed in a form of commissive and directive speech act. However, it does not rule out the possibility that this maxim can be found in other speech act. There are 3 violations of generosity maxim that the researcher found in stand-up comedy show of Trevor Noah. Below are some examples of an utterance that violates generosity maxim.

c. Violation of Approbation Maxim

Wijana (1996:57-58) stated this maxim is conducted in expressive and assertive speech. Violating approbation maxim happened when the speaker does not respect the other speech participant. In the stand-up comedy show by Trevor Noah, the researcher found that there are 6 violations of approbation maxim.

d. Violation of Modesty Maxim

Following modesty maxim means the speaker should praise themselves as little as possible, and praise others. Wijana (1996:58) said that this maxim is expressed in expressive and assertive speech. Violating modesty maxim occurs when one of the speech participants appears to maximize respect for himself. The researcher found there are 1 violation of modesty maxim in the stand-up comedy show by Trevor Noah.

e. Violation of Agreement Maxim

Agreement maxim according to Wijana (1996:59) is expressed in expressive and assertive speech. Violating agreement

maxim can be happened when the speaker maximizes the disagreement between the speech participant. There are 7 violations of agreement maxim that has been found in Trevor Noah' stand-up comedy show.

f. Violation of Sympathy Maxim

Wijana (1996:60) stated that this maxim is expressed in expressive and assertive speech. Violating sympathy maxim happened when the speaker giving a respond in a way that lacks of empathy or understanding. The researcher found in Trevor Noah's stand-up comedy show there are 6 violations of sympathy maxim.

3. The Aim of Violating Cooperative Principles and Politeness Principles

The violation of cooperative principles and politeness principles in the stand-up comedy show by Trevor Noah has a purpose. Researcher found that there were 2 purposes for violating these two principles, namely to create humor and to criticize. The following are several examples and its explanation of the utterance that contains humor and criticism.

a. Creating Humor

Humor in stand-up comedy is a complex and diverse aspect of performance that often relies on a variety of styles to evoke laughter from the audience, such as observational comedy, exaggeration, self-deprecation, word-play and puns, satire and

social commentary, etc. In the stand-up comedy show by Trevor Noah, based on the analysis that has been carried out, the researcher found several utterances that violated cooperative principles and politeness principles which aimed as a humor in a total of 20 utterance. Below are some examples found by researcher.

b. Criticizing

Stand-up comedy, beside as a tool of entertainment, is also used by stand-up comedian as a tool for social protest. Hart (2007) said that humor is one of the “weapons of the week”, because with humor someone can dilute authority and power by inviting to laugh with one another and break down the barrier between them. one of the forms of social protest carried out by comedians in their stand-up comedy is criticism. According to Hart, criticism expressed in a joking manner is more difficult to refute with rational argument. So that criticism will be easily accepted by listeners. Conveying a message of criticism of something that is considered bad or weird or needs to be changed using humor has a very effective effect.

Based on the result of the analysis carried out, there were 5 utterances that have a purpose of criticizing. The following is an example of the utterance that violates cooperative principles and politeness principles with the aim of criticizing.

D. RESULT

The finding from the examination of 55 data in the form of speech containing humor in Trevor Noah's stand-up comedy show, researcher found several violations of both cooperative principles and politeness principles. The researcher observed violations of several types of maxims from each principle, revealing how Trevor Noah utilizes these deviations to generate humor in his utterances. The maxims of cooperative principles that are violated as outlined in the following specifics: 8 violations of quality maxim, 5 violations of quantity maxim, 9 violations of relevance maxim, and 9 violations of manner maxim.

Meanwhile, in politeness principles by Leech, Trevor violated all of the six maxims, specifically 1 violation of tact maxim, 3 violations of generosity maxim, 6 violations of approbation maxim, 1 violations of modesty maxim, 7 violations of agreement maxim, and 6 violations of sympathy maxim. Additionally, researcher noted that Trevor aims to achieve two objectives when violating maxims in both cooperative principle by Grice and politeness principle by Leech, to create humor and to criticize some aspects deemed unsuitable by Trevor.

E. CONCLUSION

1. The first objective of this research is to explain violating maxim of cooperative principles used in the stand-up comedy show by Trevor

Noah. The result of the analysis shows that there are 4 types of violating maxim of cooperative principles in the stand-up comedy show by Trevor Noah. Those violations are violation of quality maxim, quantity maxim, relevance maxim, and manner maxim. The most frequently violated are relevance maxim and manner maxim. These two maxims were violated 9 times in Trevor Noah's stand-up comedy show. Violating relevance maxim is used by Trevor Noah to create humor by providing absurdities and irrelevant jokes. By stretching the boundaries of relevance, he creates humorous situations that challenge the audience's expectations. For the violating manner maxim, Trevor intentionally uses ambiguous language or wordplay to set up jokes with multiple interpretation. By playing with double meaning phrasing, he creates humorous moment where the audience's expectations are subverted.

2. The second objectives of this study is to explain violating maxim of politeness principles used in the stand-up comedy show by Trevor Noah. The analysis that have be done by the researcher found that there are 6 types of violating maxim of politeness principles in the stand-up comedy show by Trevor Noah. Those are violation of tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. In Trevor Noah's stand-up comedy show, the most frequently violated are approbation maxim and sympathy maxim. These two maxims were violated 6 times. Violating the approbation maxims were done by criticizing, mocking, or making fun of individuals, group,

or situations. Trevor in his show does intentionally saying or doing something that disrespect or offensive for the sake of humor. While violating the sympathy maxims involves pushing boundaries by making jokes that lack empathy or consideration for other's feelings, experiences, or vulnerabilities.

3. The third objectives of this study is to find out the aim of each violation of cooperative principles and politeness principles in stand-up comedy show by Trevor Noah. The result of the analysis conclude that the humorous utterance is divided into two purposes, namely for making fun and for criticizing. Through humor and storytelling, Trevor connect with audiences, provoke thought, and inspire laughter and change.

F. SUGGESTIONS

1. To Readers

Violating maxim of cooperative principles and politeness principles can be found in our daily life. After reading this research, it is hoped that this research will be able to provide input to comedians and everyone who read this to pay attention to the cooperative principles and politeness principles when communicating or when they want to make a joke with someone. By respecting these principles, we can promote mutual understanding and minimize misunderstanding. Also, we can avoid causing offence or discomfort to others and promote harmonious social interactions.

2. To Linguistics Students

This research is analyzing violating maxim of cooperative principles and politeness principles to create humor in stand-up comedy show by Trevor Noah. The researcher suggests the other linguistic students who examine violating maxim of cooperative and politeness principles in stand-up comedy to check the validity of the comedians' utterances in order to understand the context of the speech or considering the use of words of the utterances delivered by comedians in their stand-up comedy show. It is important to know it when analyzing violating maxim of cooperative principles and politeness principles.

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