



Department of Digital Business

**Journal of Artificial Intelligence and Digital Business (RIGGS)**

Homepage: <https://journal.ilmudata.co.id/index.php/RIGGS>

Vol. 5 No. 1 (2026) pp: 1022-1034

P-ISSN: 2963-9298, e-ISSN: 2963-914X

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## Non-Observance of Grice's Maxims in Political Speech: A Pragmatic Analysis of Gibran Rakabuming Raka's Interview

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### Abstract

*This study investigates the non-observance of Grice's Cooperative Principle in an interview with Indonesian politician Gibran Rakabuming Raka, focusing on how maxim flouting functions as a pragmatic strategy in political communication. Using a qualitative approach, a publicly available interview video was selected, repeatedly viewed, and fully transcribed. The data were identified and categorized according to Grice's four maxims quantity, quality, relevance, and manner and each instance was analyzed to uncover its conversational implicature by considering situational context, speaker intention, and shared knowledge between speaker and interviewer. The findings indicate that the dominant pattern is flouting rather than other types of non-observance (e.g., violating, infringing, opting out, or suspending). Flouting the maxim of quantity appears in extended explanations that emphasize preparedness and workload; flouting relevance emerges when sensitive or potentially risky questions are answered with broader policy frames; flouting quality occurs through evaluative claims and metaphorical wording that downplays controversy; and flouting manner is realized through vague, bureaucratic, or technical expressions that reduce directness. Overall, these pragmatic choices help project professionalism, maintain political harmony, and manage public perceptions while still allowing listeners to infer intended meanings. This study contributes to pragmatics by showing how maxim non-observance can serve as an effective rhetorical resource in Indonesian political discourse*

**Keywords:** Pragmatics, Cooperative Principle, Gricean Maxims, Conversational Implicature, Political Communication, Gibran Rakabuming Raka.

### 1. Introduction

Language is the primary means by which humans convey ideas, feelings, and information in various social contexts. Carroll (in Tamrin et al., 2022) states that language is a system of spoken sounds that humans use collectively to communicate and classify experiences and events. Through language, humans not only convey literal meaning, but also build social relationships, influence others, and shape social reality. Therefore, the study of language use in social contexts is very important, especially in the realm of public communication such as political speeches and official interviews.

In linguistic studies, pragmatics is a branch of science that studies the meaning of speech based on the context in which it is used. Crystal (1985, in Kasper, 1997) explains that pragmatics examines language from the user's point of view, including language choices and their impact on social interaction. Similarly, Yule (1996) defines pragmatics as the study of the meaning of utterances as interpreted by listeners based on context. Thus, pragmatics focuses not only on the structure of language, but also on how meaning is formed, interpreted, and used in real communication situations.

One important theory in pragmatics is the Cooperative Principle proposed by Grice (1975). This principle states that conversation participants are expected to cooperate to achieve effective communication through four maxims, namely the maxims of quality, quantity, relevance, and manner. The Cooperative Principle requires speakers to contribute to the conversation in a manner consistent with the purpose and direction of the speech exchange (Grice, 1975). This principle is fundamental to understanding how implicit meaning or implicature arises in everyday conversation.

Conversational implicature allows speakers and listeners to collaborate to form meaning beyond the literal meaning based on context and shared knowledge (Nurhaliza & Sahri, 2021). Thomas (1995) asserts that conversational implicatures arise as a result of violations of the cooperative principle in verbal interactions. In

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other words, when speakers do not fully comply with conversational maxims, listeners can still interpret hidden meanings through context and shared assumptions. This shows that violations or non-compliance with maxims do not always have a negative impact, but can actually be a meaningful communication strategy.

Each maxim in the Cooperative Principle has a specific function in maintaining the effectiveness of communication. Lestari (2018) states that the maxim of quality requires speakers to convey information that is correct and has a clear basis of evidence. Herman and Marlina (2022) explain that the maxim of quantity requires speakers to provide sufficient information, neither excessive nor insufficient for the listener's needs. Laila (2019) adds that violations of the maxim of relevance often result in implicatures because the meaning conveyed is not directly related to the topic of conversation. In addition, Buddharat et al. (2017) classify the maxim of manner into four sub-maxims, namely avoiding unclear expressions, avoiding ambiguity, being concise, and being orderly. These principles serve as guidelines for speakers to convey information accurately, relevantly, sufficiently, and clearly (Wulan Sri Dewi, 2022).

However, in real communication practices, speakers do not always adhere to all of these maxims. Grice (1975) refers to this phenomenon as non-observance of maxims or non-compliance with maxims. Misunderstandings in communication can arise from failure to comply with conversational maxims and are known as the phenomenon of implicature (Grice, 1975). Non-observance of maxims can occur in various forms, such as flouting, violating, infringing, opting out, and suspending. Flouting maxims occur when speakers deliberately violate maxims to produce implicit meanings that listeners can understand (Grice, 1975). Violating maxims are done covertly and have the potential to mislead listeners (Thomas, 1995). Infringing maxims occur due to the speaker's limitations, such as language barriers, emotions, or physical conditions (Thomas, 1995). Opting out maxim occurs when the speaker refuses to provide certain information for ethical, legal, or social reasons (Grice, 1975). Meanwhile, suspending maxim arises when cultural norms or certain situations prevent the speaker from expressing meaning explicitly (Grice, 1975).

In the context of public communication, particularly political speeches and interviews, the phenomenon of non-observance of maxims is often found. Accurate information is essential to complement a dialogue (Amer Mohammad Ayasreh et al., 2019), but in practice, public figures often use certain language strategies to avoid direct answers, soften statements, or maintain their image. Taqwa Rashid Juma'a (2020) quotes Grice that speakers must avoid unsupported claims (quality maxim) and must pay attention to the context and previous conversation (relational maxim). However, in political speeches, non-observance of maxims is often done consciously for specific purposes, such as persuasion, image management, or conflict avoidance.

Several previous studies have examined non-observance of maxims in various contexts, such as humor, everyday conversation, and media discourse. For example, an article entitled "Non-Observance Maxims in Banyumasan Humor Speech" shows that non-compliance with maxims can be used as a strategy for humor and expression of local culture. Grice (1975) proposed the theory of non-observance of conversational maxims as a pragmatic study to determine the implied meaning (implicature) in speech, including those containing humor. Setiawati and Arista (2018) stated that the theory of implicature was introduced by Grice because of the problem of meaning in the language process that could not be resolved by semantic theory. Abdullah (2019) adds that humorous language displays or uses the cultural values of a society, while Rasjid et al. (2013) explain that the character of the Banyumas people, such as *cablaka* (as it is), can only be fully understood through their native language.

Although various studies have discussed non-observance of maxims in the context of humor and everyday conversation, there are still limitations to studies that specifically examine this phenomenon in Indonesian political discourse, particularly in speeches and interviews with public figures. Most previous studies have focused on fictional dialogue, humor, or informal interactions, while studies on actual political communication that has a broad social impact are still relatively limited. In fact, political communication plays an important role in shaping public opinion, building public trust, and influencing perceptions of policy and leadership. (Putranto, 2024)

Research on the non-observance of Gricean maxims in political discourse has generally focused on the defensive strategies of senior politicians who use convoluted answers in formal debates. However, there is still a gap in research on how young politicians, especially young vice presidents, use pragmatic strategies that are minimalist and technocratic in semi-formal interviews. The data shows that Gibran did not violate the maxim of quantity by providing excessive information, but rather through very brief and repetitive answers to reduce the urgency of sensitive issues, such as the issue of diplomas, which he referred to as "trinkets of democracy." In

addition, violations of the maxim of manner are apparent in the use of technological terms such as AI and coding in answering economic issues, which builds a technocratic image while creating ambiguity for the lay audience. The opting-out strategy is also used to avoid critical issues in order to build a narrative of political harmony, so this study fills the gap in research on the pragmatic practices of young politicians in delegitimizing criticism through concise and technical language. (Nur et al., 2025)

The main objective of this study is to identify and classify the types of non-observance of Grice's maxims that appear in speeches or interviews with Indonesian political figures. In addition, this study aims to analyze the implicatures resulting from non-compliance with these maxims and understand their pragmatic function in the context of political communication. Using a qualitative approach, this study seeks to understand social phenomena through an analysis of the meanings given by participants, as stated by Creswell (2009) that qualitative research aims to understand social phenomena through an analysis of the meanings given by participants.

This research contributes both theoretically and practically. Theoretically, this study is expected to enrich pragmatic studies, particularly in the application of the Cooperative Principle and Grice's implicature in Indonesian political discourse. This research also provides a deeper understanding of how non-compliance with maxims does not always mean communication failure, but can be an effective communicative strategy in certain contexts. Practically, the results of this study can be a reference for students, researchers, and communication practitioners in understanding the language strategies used by public figures, as well as increasing the pragmatic literacy of the public in critically interpreting political discourse.

Thus, this study not only contributes to the development of pragmatic theory but also provides tangible benefits in improving public understanding of political communication practices in Indonesia. Through the analysis of non-observance of maxims in speeches or interviews with political figures, this study aims to reveal how implied meanings are constructed, interpreted, and used as communication strategies in the public sphere.

## 2. Method

This study employs a qualitative approach to examine the phenomenon of non-observance of Grice's maxims in political discourse. A qualitative approach is chosen because it enables researchers to gain an in-depth understanding of meaning, speaker intention, and the interpretation of utterances within the context of natural communication, as well as to explore the implicit meanings that emerge in speech without focusing on quantitative calculations. Such an approach has been widely applied in pragmatic studies to interpret maxim violations and conversational implicatures in spoken communication (Andra & Afriana, 2024).

The primary data source of this study is a video interview featuring Gibran Rakabuming Raka as the main speaker. The video was selected because it represents authentic political communication that potentially contains violations of conversational maxims. The researcher watched the video in its entirety and transcribed all utterances into written text to facilitate the processes of data identification and categorization, following standard data collection procedures in qualitative pragmatic research (Adena et al., 2024).

The object of this study is the non-observance of conversational maxims, which includes *flouting*, *violating*, *infringing*, *opting out*, and *suspending*, as well as the conversational implicatures resulting from such non-observance. The theoretical framework applied in this study is Grice's Cooperative Principle, which encompasses the maxims of quantity, quality, relevance, and manner (Andra & Afriana, 2024). This theory assists the researcher in understanding how violations of conversational maxims may generate implicit meanings within specific discourse contexts.

Data analysis was conducted by identifying utterances that do not comply with conversational maxims, followed by classifying them based on the type of non-observance and the type of maxim involved. Each datum was analyzed to uncover its implicit meaning by considering the situational context, the speaker's intention, and the shared knowledge between the speaker and the listener (Abadi, Salliyanti, & Siregar, 2024). This approach is consistent with pragmatic analysis practices that emphasize the crucial role of context in determining meaning beyond the literal level of utterances.

To ensure the validity and reliability of the research findings, the analysis was compared with relevant pragmatic theories and previous research findings on the non-observance of conversational maxims, thereby ensuring that the interpretation of data is grounded in reliable academic standards (Adena et al., 2024)

### 3. Results and Discussion

#### Findings

This chapter highlights the use of non-compliance maxims in Gibran Rakabuming Raka's interview as its main focus. The analysis focuses on how the application of these maxims gives rise to implicatures in the context of political interviews. With a careful approach, this chapter attempts to reveal the communication strategies used by Gibran through non-compliance maxims and how these strategies shape a deeper understanding of the messages he conveys. To reinforce these findings, relevant data has been collected and presented in the following table:

Tabel 1. Data of Non-Observance and Implicature by Gibran Rakabuming Raka's Interview

No	Data	Non-Observance Maxim	Implicature
1.	<p><b>Interviewer:</b> Mas wapres tapi ini ee cukup kaget ya publik, karna selama ini kan biasanya Presiden Prabowo ya yang hadir ke event internasional atau ke berbagai lawatan gitu, dan media sendiri ini baru terinfo itu H-1 mas bahwa mas wapres yang akan berangkat ke G20, nah kalo mas wapres sendiri H- berapa atau udah jauh sebelumnya ditugasi ya oleh presiden dan seperti apa arahnya mas?</p> <p><b>Gibran:</b> Penugasan resminya itu senin malam saya berangkat jum'at pagi ya masi ada inilah waktu untuk berkoordinasi dengan kementerian kementerian terkait Kemenlu, ee Menko Perekonomian, Pak Seska, Pak Mesnik. Waktu yang... kami sebagai pembantu presiden ditugaskan kapan saja dimana saja harus selalu siap.</p>	Flouting of the Maxim of Quantity	Conversational (Particularized)
2.	<p><b>Interviewer:</b> Yang diemphasis, kerja sama harus memberdayakan bukan mendikte, kerja sama harus mengangkat bukan menciptakan ketergantungan. Tapi yang menarik adalah gesturnya nih Mas wapres sampai mengepalkan tangan dan mengangkat tangan waktu part itu ya. Saya jadi penasaran sebenarnya statement yang barusan ini ditujukan untuk siapa dan konteksnya apa?</p> <p><b>Gibran:</b> Yang jelas bisa kita lihat selama ini negara-negara berkembang itu hanya jadi pasar dan negara-negara berkembang itu hanya menjadi pemasok raw material berupa bahan-bahan mentah. Itulah kenapa kemarin saya sampaikan juga disana Indonesia dibawah leadershipnya Pak Presiden Prabowo fokus ke hilirisasi. Jadi nilai tambah didalam negeri bisa naik, menciptakan lapangan kerja dan sekali lagi tidak mengirim lagi barang mentah yang itu nanti akan dikirim lagi menjadi barang jadi di negara kita. Yang namanya hilirisasi juga bukan berarti hanya hilirisasi tambang saja tapi hilirisasi pertanian, sektor maritim, hilirisasi digital, semuanya.</p>	Flouting of the Maxim of Relevance	Conversational (Particularized)
3.	<p><b>Interviewer:</b> Nah, dalam pidato ini Mas Wapres juga sempat menyebut ya beberapa program unggulan pemerintah ya tadi seperti MBG, kemudian hilirisasi dan juga inklusi keuangan Qris nih Mas ya. Qris ini kan memang sistem pembayaran yang simpel dan murah. Bagaimana mas Indonesia menghadapi atau bersikap terhadap operator kartu kredit nih mas asal Amerika yang sepertinya cukup jengah ya dengan keberadaan Qris ini?</p> <p><b>Gibran:</b> Kalau saya lihat ya Qris ini cukup membanggakan karena ini karya anak bangsa dan kita sudah mencoba untuk membumikan Qris ini, ini dari zaman saya masi walikota. Bagaimana kita masuk ke pasar-pasar, UMKM, gerobak-gerobak kaki lima di pinggir jalan, kalau sekarang semuanya sudah barcode-nya semua tinggal scan bayar. Tapi yang harus kita highlight adalah bagaimana ee sebuah sistem pembayaran yang inklusif, simpel, low cost itu bisa dipakai oleh UMKM. UMKM yang sebagian besar tidak bankable.</p>	Flouting of the Maxim of Relevance	Conversational (Particularized)

4.	<p><b>Interviewer:</b> Ada respon khusus ngga mas dari mungkin delegasi lain tentang MBG?  <b>Gibran:</b> Pasti pasti, ada yang kaget beneran 80 juta sanggup bisa, karena ini masih tahun pertama dan penyebrannya cepat.</p>	Flouting of the Maxim of Quality	Conversational (Particularized)
5.	<p><b>Interviewer:</b> Kita masi bahas pidato lagi ya mas karena saya masih e konstan tentang satu hal nih dari pidato. Karena mas wapres itu menyampaikan mengenai ketimpangan AI nih mas, yang mas wapres highlight adalah soal inklusivitas, tapi kalo kita lihat nih mas warga +62 ini ya, ini masih banyak loh mas yang khawatir ya bahwa keberadaan AI ini akan menghilangkan peran manusia di sejumlah pekerjaan sementara masih banyak nih yang berjibaku cari kerja. Apa mas langkah pemerintah terkait ini, apalagikan mas wapres sepertinya kalau saya lihat lihat ya di sosmed masih sering loh mas ditagih mengenai janji penciptaan 19 juta lapangan pekerjaan?  <b>Gibran:</b> Jadi ketika saya dilantik, kementerian pertama yang saya kunjungi dan saya beri arahan itu adalah kementerian pendidikan disitu saya sampaikan pentingnya belajar AI dan coding. Waktu itu ee warga masyarakat masih belum paham apa ini pentingnya AI dan pelajaran coding. Oh, coding emangnya nanti anak-anak mau diarahkan jadi programmer? tidak, jadi arahnya adalah bagaimana kita bisa menciptakan critical thinking dan juga cara berpikir komputasi ke anak-anak sedini mungkin. Dan ya alhamdulillah ide kami diakomodir oleh Pak Menteri sekarangkan menjadi mata pelajaran pilihan di sekolah-sekolah. Dari SMK ke bawah, SMA, SMK dan ke bawah, nanti kita ajarkan sedini mungkin. Yang jelas ini masih prosesnya masih bertahap dan sekali lagi Pak Presiden itu menaruh konsen yang sangat besar pada dunia pendidikan. Jadi, kita harus mengikuti tantangan zaman, harus kita jelaskan sekali lagi yang namanya AI tidak akan menggantikan manusia. Justru ini akan menunjang pekerjaan sehari-harinya manusia. Jadi ee saya yakin tidak akan tergantikan dan beberapa sekolah yang saya kunjungi ee sudah kita berikan ee pelajaran-pelajaran ya basic prompting dan lain-lain, respon anak-anak luar biasa dan mereka belajarnya super cepat, inilah mengapa harus kita siapkan guru-gurunya di sosmed kita juga secara konsisten ee meng-update juga perkembangan-perkembangan anak-anak ini di sekolah-sekolah, beberapa pesantren juga sudah kami sentuh mereka sekarang ngaji pake AI juga, jadi AI itu bisa digunakan untuk apa saja, dunia pendidikan, pelayanan publik, semuanya sekarang pake AI, jadi kita harus siap.</p>	Flouting of the Maxim of Relevance	Conversational (Particularized)
6.	<p><b>Interviewer:</b> Tapi gimana nih mas, maksudnya bersiap untuk AI, sementara cari kerja aja banyak yang kesulitan gitu, banyak yang ngeluh susah loker gitu katanya mas?  <b>Gibran:</b> Akan segera kita siapkan SDM-SDM, sekolah-sekolah yang nanti kedepan bisa menjawab tantangan zaman. Jadi jangan sampai apa yang dipelajari di sekolah beda dengan apa yang dibutuhkan didunia industri. Jadi sekolah vokasi, kampus-kampus ini nanti harus beradaptasi dengan kemajuan jaman yang ada.</p>	Flouting of the Maxim of Manner	Conversational (Particularized)
7.	<p><b>Interviewer:</b> Banyak nih mas yang penasaran sebenarnya mas wapres itu ditugasi apa saja si oleh presiden gitu karena banyak yang bertanya-tanya mas wapres ini ngapain aja si? bahkan ada yang memberi julukan wapres gabut  <b>Gibran:</b> Ya kalau penugasan sesuai Perpres yang ada ya itu kami fokus di Papua, kepemudaan dan olahraga, stunting lalu ada beberapa pekerjaan lain juga seperti ekonomi syariah. Papua ini menjadi atensi khusus Pak Presiden, sekarang Pak Presiden punya dua mesin, jadi</p>	Flouting of the Maxim of Quantity	Conversational (Particularized)

ada BP3 OKP dan juga ee komite eksekutif yang kemarin baru dilantik oleh beliau. Jadi sekarang beliau punya dua mesin untuk mempercepat pembangunan yang ada di Papua. Dan ya saya kira pembangunan ini tidak bisa hanya 1 tahun, 2 tahun saja, tapi harus berlanjut, kemarin saya laporkan, Pak, ini kebutuhan Papua sekarang adalah bagaimana kita bisa mempercepat ee jalur Trans Papua, karena disana yang paling bermasalah adalah akses...

- |     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                             |                                 |
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| 8.  | <p><b>Interviewer:</b> Berarti sementara ini pemerintah beranggapan bahwa masalah utama di Papua itu sumbernya dari infrastruktur atau gimana mas? karena misalnya tadi kan mas wapres menyampaikan bahwa rumah sakit lengkap, dokter lengkap, spesialis lengkap. Kalau saat bertugas kemudian keamanannya ee apa tidak terjamin seperti apa? karena ee permasalahan ini menyangkut keamanan ya. Inikan masih masih jadi PR juga ya mas sampai baru baru ini juga masih ada serangan drone dan sebagainya</p> <p><b>Gibran:</b> PR-nya memang masih banyak. Yaitulah tugas kami sebagai pembantu presiden dan juga ee badan yang baru saja dibentuk presiden untuk saling sinergi dan bisa mewujudkan program-program dan visi misi beliau terutama di Papua.</p> | Flouting of the Maxim of Manner             | Conversational (Particularized) |
| 9.  | <p><b>Interviewer:</b> Saya ingin kembali lagi nih, ke soal hubungan Mas Wapres dengan Presiden Prabowo, karena banyak isu nih mas yang beredar gitu. Katanya mas wapres itu sering ngga diajak sidang kabinet, bahkan ngga diajak janji warna dasi, ini waktu pidato kenegaraan di DPR. Apa betul mas?</p> <p><b>Gibran:</b> Kalau sidang kabinet saya ngga pernah absen. Saya dan Pak Presiden ini kan berbagi tugas, tidak mungkin bisa ada di satu tempat yang sama di setiap waktu, dan saya rasa itu pembagian tugas ya seperti itu. Dan ya saya dan Pak Presiden itu tidak ada permasalahan apa-apa kok.</p>                                                                                                                                               | Flouting of the Maxim of Quantity           | Conversational (Particularized) |
| 10. | <p><b>Interviewer:</b> Paling besar mendapat sentimen negatif adalah kontroversi ijazah. Boleh ditanggapi, mas wapres?</p> <p><b>Gibran:</b> Ijazah sudah dipermasalahkan dari zaman saya walikota. Sudah saya tunjukkan ke publik ijazah saya... Saya pernah menunjukkan ijazah saya karena dari zaman walikota sudah dipermasalahkan ya sudah langsung saya tunjukkan nih. Ini dipermasalahkan lagi ya sudah akhirnya dari sekolah saya berinisiasi untuk melakukan press rilis. Tapi ya pro dan kontra ini hal yang biasa dan ya ini kita anggep aja pernah-pernik demokrasiilah.</p>                                                                                                                                                                          | Flouting of the Maxim of Quality (Metafora) | Conversational (Particularized) |

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## Discussion

This chapter discusses the principles of non-observance and implicature based on Grice's theory, by analyzing speech data from an interview with Gibran Rakabuming Raka. The interview reveals how communication principles are applied or violated, and how implicature arises from these violations. Using Grice's approach, we see that conversation is not only about literal words, but also about the implied meaning of the context and political situation. This analysis aims to improve our understanding of effective communication and rhetorical strategies in this political context. The data used includes various types of communication principle violations: flouting of the maxims of quantity, quality, relevance, and manner.

### *Flouting of the Maxim*

According to Grice's theory, flouting maxims occurs when the speaker fails to fulfill the maxims because their utterance might have a different meaning than what is being said. In this case, the speaker violates the maxims of quality, quantity, relevance, and manner.

First, flouting the quality maxim refers to situations where strict adherence to truthfulness and accuracy may vary depending on the context, the speaker's intentions, or cultural norms. It allows for some flexibility in providing completely truthful information, acknowledging that complete honesty may not always be feasible or appropriate.

Secondly, flouting the quantity maxim involves a flexible approach to providing information, where speakers may offer more or less information than strictly necessary based on factors such as the conversational context, the interlocutor's prior knowledge, or the speaker's communicative goals. This acknowledges that the amount of information provided can vary, allowing for adaptability in communication.

Thirdly, flouting the relevance maxim refers to a flexible interpretation of the expectation to stay on topic or address specific points in a conversation. It recognizes that discussions may naturally drift between related topics or that speakers may introduce tangential information that contributes to the overall understanding or progression of the conversation.

Lastly, flouting the manner maxim involves avoiding ambiguity and obscurity. When a speaker flouts this maxim, they may use vague or complex language to lead the listener to an implicature that avoids a direct or potentially risky statement.

Let's take a look at the data example of flouting maxims of quality, quantity, relevance, and the manner maxim found in Gibran Rakabuming Raka's interview:

#### **Data 1**

*Interviewer: Mas wapres tapi ini ee cukup kaget ya publik, karna selama ini kan biasanya Presiden Prabowo ya yang hadir ke event event internasional atau ke berbagai lawatan gitu, dan media sendiri ini baru terinfo itu H-1 mas bahwa mas wapres yang akan berangkat ke G20, nah kalo mas wapres sendiri H- berapa atau udah jauh sebelumnya ditugasi ya oleh presiden dan seperti apa arahnya mas?*

*Gibran: Penugasan resminya itu senin malam saya berangkat jum'at pagi ya masi ada inilah waktu untuk berkoordinasi dengan kementerian kementerian terkait Kemenlu, ee Menko Perekonomian, Pak Seska, Pak Mesnik. Waktu yang... kami sebagai pembantu presiden ditugaskan kapan saja dimana saja harus selalu siap.*

Translation:

Interviewer: Mr. Vice President, but this is quite a surprise to the public, because usually it is President Prabowo who attends international events or various visits, and the media itself only found out one day before that you, Mr. Vice President, would be attending the G20. So, how long before did the president assign you this task, and what were his instructions?

**Gibran: The official assignment was that I would depart on Monday night and arrive on Friday morning, so there was still time to coordinate with the relevant ministries, such as the Ministry of Foreign Affairs, the Coordinating Minister for the Economy, Mr. Seska, and Mr. Mesnik. The time... as the President's aides, we are assigned to be ready at any time and anywhere.**

In this conversation, the interviewer asked for the specific time and direction of a task. Gibran's answer showed a violation of the maximum quantity, because instead of just mentioning the time of implementation, he

provided a detailed list of officials and ministries that were invited to coordinate. The information provided was more than what was actually needed to answer the question "when."

The implied meaning of this answer is to emphasize his professional readiness and structured work system. By explaining the coordination process in detail, he implies that despite the short notice, the task was still prepared thoroughly and technocratically. This confirms that he is a capable official who is "always ready" to face his responsibilities.

## Data 2

*Interviewer: Yang diemphasis, kerja sama harus memberdayakan bukan mendikte, kerja sama harus mengangkat bukan menciptakan ketergantungan. Tapi yang menarik adalah gesturnya nih Mas wapres sampai mengepalkan tangan dan mengangkat tangan waktu part itu ya. Saya jadi penasaran sebenarnya statement yang barusan ini ditujukan untuk siapa dan konnteksnya apa?*

**Gibran: Yang jelas bisa kita lihat selama ini negara-negara berkembang itu hanya jadi pasar dan negara-negara berkembang itu hanya menjadi pemasok raw material berupa bahan-bahan mentah. Itulah kenapa kemarin saya sampaikan juga disana Indonesia dibawah leadershipnya Pak Presiden Prabowo fokus ke hilirisasi. Jadi nilai tambah didalam negeri bisa naik, menciptakan lapangan kerja dan sekali lagi tidak mengirim lagi barang mentah yang itu nanti akan dikirim lagi menjadi barang jadi di negara kita. Yang namanya hilirisasi juga bukan berarti hanya hilirisasi tambang saja tapi hilirisasi pertanian, sektor maritim, hilirisasi digital, semuanya.**

Translation:

Interviewer: What is emphasized is that cooperation must empower rather than dictate, cooperation must uplift rather than create dependency. But what is interesting is the vice president's gesture of clenching his fist and raising his hand during that part. I am curious about who this statement was actually directed at and what the context was.

**Gibran: What is clear is that, so far, developing countries have only been markets and suppliers of raw materials. That is why yesterday I also said that Indonesia, under the leadership of President Prabowo, is focusing on downstreaming. This way, domestic value-added can increase, create jobs, and once again, we won't send raw materials that will later be processed into finished goods in other countries. Downstreaming doesn't just mean downstreaming in mining, but also downstreaming in agriculture, the maritime sector, digital downstreaming everything.**

In this data, the interviewer directly asked Gibran to whom his strong statement at the G20 summit was actually directed. However, in his answer, Gibran did not mention any specific country, organization, or figure. Instead, he shifted the conversation to general issues regarding the economic conditions of developing countries and emphasized Indonesia's policy on downstreaming. This answer shows a violation of the principle of relevance, as it does not directly answer the question. Gibran deliberately avoided giving a specific answer because it could cause diplomatic problems.

The implied meaning of his answer is that the statement was not intended to attack a particular party, but rather as a general criticism of the global economic system. By emphasizing national policy, Gibran wanted to convey that Indonesia no longer wants to be just a supplier of raw materials and is starting to take a firm stance, without having to directly name the party being targeted.

## Data 3

*Interviewer: Nah, dalam pidato ini Mas Wapres juga sempat menyebut ya beberapa program unggulan pemerintah ya tadi seperti MBG, kemudian hilirisasi dan juga inklusi keuangan Qris nih Mas ya. Qris ini kan memang sistem pembayaran yang simpel dan murah. Bagaimana mas Indonesia menghadapi atau bersikap terhadap operator kartu kredit nih mas asal Amerika yang sepertinya cukup jengah ya dengan keberadaan Qris ini?*

**Gibran: Kalau saya lihat ya Qris ini cukup membanggakan karena ini karya anak bangsa dan kita sudah mencoba untuk membumikan Qris ini, ini dari zaman saya masi walikota. Bagaimana kita masuk ke pasar-pasar, UMKM, gerobak-gerobak kaki lima di pinggir jalan, kalau sekarang semuanya sudah barcode-nya semua tinggal scan bayar. Tapi yang harus kita highlight adalah bagaimana ee sebuah sistem pembayaran**

*yang inklusif, simpel, low cost itu bisa dipakai oleh UMKM. UMKM yang sebagian besar tidak bankable.*

Translation:

Interviewer: Well, in this speech, the Vice President also mentioned several of the government's flagship programs, such as MBG, downstreaming, and Qris financial inclusion. Qris is a simple and inexpensive payment system. How does Indonesia respond to American credit card operators who seem to be quite annoyed by the existence of Qris?

**Gibran: In my view, QRIS is quite commendable because it is a product of our nation's children, and we have been trying to popularize QRIS since my time as mayor. How do we enter markets, MSMEs, street vendors on the side of the road? Now, everything has a barcode, so you just scan and pay. But what we need to highlight is how an inclusive, simple, low-cost payment system can be used by MSMEs. Most MSMEs are not bankable.**

In this section, the interviewer asked about the government's stance or strategy in dealing with competition and potential friction with large American credit card companies. However, Gibran's answer did not discuss the government's relationship or stance towards these companies at all. Instead, he emphasized the success of QRIS domestically and its implementation at the grassroots level. This shows a violation of maximum relevance because his answer did not directly respond to the question asked.

The implied meaning of this answer is that the government prioritizes strengthening the domestic payment system and empowering MSMEs over considering the objections of foreign companies. By referring to QRIS as the work of the nation's children, Gibran implies that the success of QRIS is non-negotiable and its main objective is to support the local economy, while competition with foreign parties is not considered a major issue.

#### **Data 4**

*Interviewer: Ada respon khusus ngga mas dari mungkin delegasi lain tentang MBG?*

**Gibran: Pasti pasti, ada yang kaget beneran 80 juta sanggup bisa, karena ini masih tahun pertama dan penyebrannya cepat.**

Translation:

Interviewer: Were there any specific responses from other delegates regarding MBG?

**Gibran: Certainly, some were genuinely surprised that 80 million could be achieved, considering this is only the first year and the spread has been rapid.**

In this conversation, Gibran answered questions about other countries' reactions to the government's flagship program. His answer can be seen as a breach of quality standards, as he made strong claims about the feelings of the international delegation, namely that they were "surprised." In fact, such feelings are subjective and difficult to prove with certainty in the context of a short interview. He describes this "shock" as a form of admiration for the scale of the program, particularly its target of 80 million beneficiaries.

The implied meaning of this answer is the emergence of an impression of national success and international recognition. By saying that foreign delegations were "shocked," Gibran wanted to show that the program was very large, ambitious, and impressive in the eyes of the world. Indirectly, this builds an image that the program is not only important for Indonesia, but also considered extraordinary by other countries.

#### **Data 5**

*Interviewer: Kita masi bahas pidato lagi ya mas karena saya masih e konstan tentang satu hal nih dari pidato. Karena mas wapres itu menyampaikan mengenai ketimpangan AI nih mas, yang mas wapres highlight adalah soal inklusivitas, tapi kalo kita lihat nih mas warga +62 ini ya, ini masih banyak loh mas yang khawatir ya bahwa keberadaan AI ini akan menghilangkan peran manusia di sejumlah pekerjaan sementara masih banyak nih yang berjibaku cari kerja. Apa mas langkah pemerintah terkait ini, apalagikan mas wapres sepertinya kalau saya lihat lihat ya di sosmed masih sering loh mas ditagih mengenai janji penciptaan 19 juta lapangan pekerjaan?*

**Gibran: Jadi ketika saya dilantik, kementerian pertama yang saya kunjungi dan saya beri arahan itu adalah kementerian pendidikan disitu saya sampaikan pentingnya belajar AI dan coding. Waktu itu ee warga masyarakat masih belum paham apa ini pentingnya AI dan pelajaran coding. Oh, coding emangnya nanti anak-anak mau diarahkan jadi programer? tidak, jadi arahnya adalah bagaimana kita bisa menciptakan critical thinking dan juga cara berpikir komputasi ke anak-anak sedini mungkin. Dan ya alhamdulillah ide**

*kami diakomodir oleh Pak Menteri sekarang menjadi mata pelajaran pilihan di sekolah-sekolah. Dari SMK ke bawah, SMA, SMK dan ke bawah, nanti kita ajarkan sedini mungkin. Yang jelas ini masih prosesnya masih bertahap dan sekali lagi Pak Presiden itu menaruh konsen yang sangat besar pada dunia pendidikan. Jadi, kita harus mengikuti tantangan zaman, harus kita jelaskan sekali lagi yang namanya AI tidak akan menggantikan manusia. Justru ini akan menunjang pekerjaan sehari-harinya manusia. Jadi ee saya yakin tidak akan tergantikan dan beberapa sekolah yang saya kunjungi ee sudah kita berikan ee pelajaran-pelajaran ya basic prompting dan lain-lain, respon anak-anak luar biasa dan mereka belajarnya super cepat, inilah mengapa harus kita siapkan guru-gurunya di sosmed kita juga secara konsisten ee meng-update juga perkembangan-perkembangan anak-anak ini di sekolah-sekolah, beberapa pesantren juga sudah kami sentuh mereka sekarang ngaji pake AI juga, jadi AI itu bisa digunakan untuk apa saja, dunia pendidikan, pelayanan publik, semuanya sekarang pake AI, jadi kita harus siap.*

Translation:

Interviewer: Let's discuss the speech again, because I'm still unsure about one thing in the speech. The Vice President talked about AI inequality, highlighting the issue of inclusivity, but if we look at the people of Indonesia, there are still many who are concerned that AI will eliminate the role of humans in a number of jobs, while there are still many who are struggling to find work. What steps is the government taking regarding this, especially since the Vice President, as far as I can see on social media, is still often being asked about the promise to create 19 million jobs?

**Gibran:** So when I was inaugurated, the first ministry I visited and gave directions to was the Ministry of Education, where I conveyed the importance of learning AI and coding. At that time, the public still didn't understand the importance of AI and coding lessons. Oh, does that mean children will be directed to become programmers? No, the goal is to instill critical thinking and computational thinking in children as early as possible. And thank God, our idea was accommodated by the Minister and is now an elective subject in schools. From vocational high schools and below, high schools, vocational high schools and below, we will teach this as early as possible. What is clear is that this is still a gradual process and, once again, the President is placing great emphasis on education. So, we must keep up with the challenges of the times. We must explain once again that AI will not replace humans. In fact, it will support people's daily work. So, I am sure it will not be replaced, and in some of the schools I have visited, we have already provided basic programming lessons and others. The children's response has been extraordinary, and they learn super fast. This is why we must prepare our teachers on social media and consistently update the progress of these children in schools. We have also reached out to several Islamic boarding schools, and they are now using AI for their religious studies. AI can be used for anything education, public services, everything now uses AI, so we must be prepared.

In this conversation, the interviewer asked about the government's concrete steps to fulfill its campaign promise of creating 19 million jobs, especially amid the development of AI technology. Gibran's answer showed a lack of relevance, as he did not provide a direct answer or data on current job creation. Instead, he shifted the discussion to education reform, specifically the introduction of AI and coding in the school curriculum.

The implied meaning of this answer is that the government views the issue of employment as a long-term challenge related to human resource readiness. By emphasizing education, Gibran wants to convey that the fulfillment of the 19 million jobs promise depends on the competence of the future workforce, so that the pressure related to current unemployment is shifted by viewing it as preparation for the next generation.

#### **Data 6**

*Interviewer: Tapi gimana nih mas, maksudnya bersiap untuk AI, sementara cari kerja aja banyak yang kesulitan gitu, banyak yang ngeluh susah loker gitu katanya mas?*

**Gibran:** Akan segera kita siapkan SDM-SDM, sekolah-sekolah yang nanti kedepan bisa menjawab tantangan zaman. Jadi jangan sampai apa yang dipelajari di sekolah beda dengan apa yang dibutuhkan didunia industri. Jadi sekolah vokasi, kampus-kampus ini nanti harus beradaptasi dengan kemajuan jaman yang ada.

Translation:

Interviewer: But how about this, sir, what do you mean by preparing for AI, when even finding a job is difficult for many people, many complain that it's hard to find a job, right, sir?

**Gibran:** We will soon prepare human resources and schools that can respond to the challenges of the future. So, what is taught in schools should not be different from what is needed in the industrial world. Vocational

### **schools and universities must adapt to the progress of the times.**

In this data, the interviewer pressed Gibran to give a more direct answer regarding the difficulty of finding job vacancies at present. Gibran's answer showed a violation of manner, because he answered somewhat vaguely and focused on long-term goals (the future) and normative statements about vocational schools and adaptation. He avoided giving clear answers, concrete timelines, or direct solutions for those who are struggling.

The implied meaning of this answer is a strategic attempt to divert attention from the current crisis by emphasizing systemic change. By using broad terms such as "responding to the challenges of the times," Gibran implies that the current difficulty in finding job vacancies is caused by a mismatch between education and industry, so that the solution is gradual and requires a synchronization process, rather than a quick fix by the government for the current unemployed.

#### **Data 7**

*Interviewer: Banyak nih mas yang penasaran sebenarnya mas wapres itu ditugasi apa saja si oleh presiden gitu karena banyak yang bertanya-tanya mas wapres ini ngapain aja si? bahkan ada yang memberi julukan wapres gabut*

*Gibran: Ya kalau penugasan sesuai Perpres yang ada ya itu kami fokus di Papua, kepemudaan dan olahraga, stunting lalu ada beberapa pekerjaan lain juga seperti ekonomi syariah. Papua ini menjadi atensi khusus Pak Presiden, sekarang Pak Presiden punya dua mesin, jadi ada BP3 OKP dan juga ee komite eksekutif yang kemarin baru dilantik oleh beliau. Jadi sekarang beliau punya dua mesin untuk mempercepat pembangunan yang ada di Papua. Dan ya saya kira pembangunan ini tidak bisa hanya 1 tahun, 2 tahun saja, tapi harus berlanjut, kemarin saya laporkan, Pak, ini kebutuhan Papua sekarang adalah bagaimana kita bisa mempercepat ee jalur Trans Papua, karena disana yang paling bermasalah adalah akses...*

Translation:

Interviewer: Many people are curious about what tasks the vice president has been assigned by the president, because many people are wondering what the vice president actually does. Some have even given him the nickname "the idle vice president."

**Gibran: Well, according to the Presidential Regulation, our focus is on Papua, youth and sports, stunting, and several other areas such as the Islamic economy. Papua is a special focus for the President. Now the President has two engines, namely BP3 OKP and the executive committee that was recently appointed by him. So now he has two mechanisms to accelerate development in Papua. And I think this development cannot be achieved in just one or two years; it must continue. Yesterday, I reported that Papua's current need is how we can accelerate the Trans Papua route, because the biggest problem there is access...**

In this section, the news anchor touched on the public perception that Gibran is "lazy" or has nothing to do. Gibran's response violated the quantity limit, as he gave a very complete and detailed answer. He described his official duties in detail, mentioned the legal basis (Presidential Regulation), and included various sectors under his supervision. The information provided was far more than what was needed if he had simply answered "yes" or "no" or made a brief denial.

The implied meaning of this lengthy response is to dispel the label of "gabut." By explaining his heavy workload, including handling complex issues such as Papua and stunting, Gibran implies that the public's negative perception is inaccurate and arises from a lack of understanding of his technocratic responsibilities. This response builds a narrative that he is a hard-working official who works within the official legal framework.

#### **Data 8**

*Interviewer: Berarti sementara ini pemerintah beranggapan bahwa masalah utama di Papua itu sumbernya dari infrastruktur atau gimana mas? karena misalnya tadi kan mas wapres menyampaikan bahwa rumah sakit lengkap, dokter lengkap, spesialis lengkap. Kalau saat bertugas kemudian keamanannya ee apa tidak terjamin seperti apa? karena ee permasalahan ini menyangkut keamanan ya. Inikan masih masih jadi PR juga ya mas sampai baru baru ini juga masih ada serangan drone dan sebagainya*

*Gibran: PR-nya memang masih banyak. Yaitulah tugas kami sebagai pembantu presiden dan juga ee badan yang baru saja dibentuk presiden untuk saling sinergi dan bisa mewujudkan program-program dan visi misi beliau terutama di Papua.*

Translation:

Interviewer: So, for now, the government believes that the main problem in Papua stems from infrastructure, right? Because, for example, the vice president said that there are sufficient hospitals, doctors, and specialists. When you are on duty, is your safety guaranteed? Because this issue concerns security. This is still a work in progress, right? Even recently, there have been drone attacks and so on.

**Gibran: There are indeed still many challenges. That is our task as the president's aides and also the agency that the president has just formed to work together and realize his programs and vision and mission, especially in Papua.**

In this data, the interviewer touched on the critical security situation in Papua, including the recent drone attack. Gibran's response shows a violation of manner, as he did not provide a clear or direct statement regarding security measures or a specific response to the drone attack. He used broad and bureaucratic terms, such as "synergy" and "realizing the vision and mission," making his answer somewhat vague.

The implied meaning of this response is an attempt to neutralize a high-risk topic. By using administrative language, Gibran implied that security issues are being handled through inter-agency coordination, without directly explaining military strategies or specific measures. This approach allows him to acknowledge that there are problems ("there is still a lot of homework to do") without having to provide sensitive details or cause controversy.

#### **Data 9**

*Interviewer: Saya ingin kembali lagi nih, ke soal hubungan Mas Wapres dengan Presiden Prabowo, karena banyak isu nih mas yang beredar gitu. Katanya mas wapres itu sering ngga diajak sidang kabinet, bahkan ngga diajak janji-janji warna dasi, ini waktu pidato kenegaraan di DPR. Apa betul mas?*

**Gibran: Kalau sidang kabinet saya ngga pernah absen. Saya dan Pak Presiden ini kan berbagi tugas, tidak mungkin bisa ada di satu tempat yang sama di setiap waktu, dan saya rasa itu pembagian tugas ya seperti itu. Dan ya saya dan Pak Presiden itu tidak ada permasalahan apa-apa kok.**

Translation:

Interviewer: I would like to return to the topic of the relationship between the Vice President and President Prabowo, as there are many issues circulating. It is said that the Vice President is often not invited to cabinet meetings, and was not even invited to coordinate tie colors for the state address at the House of Representatives. Is this true?

**Gibran: I have never missed a cabinet meeting. The President and I share responsibilities; it's impossible for us to be in the same place at all times, and I believe that's how the division of labor works. And yes, the President and I have no issues whatsoever.**

In this conversation, the interviewer brought up rumors of a dispute between Gibran and President Prabowo. Gibran's response violated the quantity maxim, as he gave a very detailed explanation of the "division of tasks" and logistical difficulties in always being present together, far exceeding a simple "no" or a mere denial of the rumors. He gave a lengthy explanation so that listeners could understand the logic behind their separate schedules.

The implied meaning of this answer is to emphasize political stability and harmony. By explaining the "division of tasks," he implied that their separation in activities was a strategic necessity for government efficiency, not a sign of conflict. This builds a narrative that the leadership team works solidly, where the Vice President has a clear and independent mandate that complements the role of the President.

#### **Data 10**

*Interviewer: Paling besar mendapat sentimen negatif adalah kontroversi ijazah. Boleh ditanggapi, mas wapres?*

**Gibran: Ijazah sudah dipermasalahkan dari zaman saya walikota. Sudah saya tunjukkan ke publik ijazah saya... Saya pernah menunjukkan ijazah saya karena dari zaman walikota sudah dipermasalahkan ya sudah langsung saya tunjukkan nih. Ini dipermasalahkan lagi ya sudah akhirnya dari sekolah saya berinisiasi untuk melakukan press rilis. Tapi ya pro dan kontra ini hal yang biasa dan ya ini kita anggep aja pernah-pernik demokrasilah.**

Translation:

Interviewer: The biggest source of negative sentiment is the controversy surrounding your diploma. Would you like to respond to that, Mr. Vice President?

**Gibran: My diploma has been an issue since my time as mayor. I have already shown my diploma to the public... I showed my diploma because it had been questioned since my time as mayor, so I showed it right away. It was questioned again, so finally my school took the initiative to issue a press release. But pros and cons are normal, and we just consider them the trappings of democracy.**

In this conversation, the interviewer asked Gibran for his response to the negative sentiments that continue to arise regarding his educational background. Gibran's answer shows a violation of quality standards, because he used a metaphor. Instead of defending himself directly or showing proof of his diploma, he described the controversy as "democracy trinkets."

The implied meaning of this answer is to belittle the allegations. By referring to this serious issue as "trinkets", he implies that this issue is trivial and merely noise that is repeated in a democratic system. This shows that he chooses not to consider the controversy a serious threat to his integrity, and sends a message to the public that this issue does not deserve serious attention.

#### 4. Conclusion

Based on the results of the analysis, it can be concluded that Gibran Rakabuming Raka's political communication style in interviews shows a phenomenon of non-compliance with conversational maxims, specifically flouting of maxims. This study found that Gibran deliberately violated the four Grice maxims quantity, quality, relevance, and manner to create implied meanings that supported his position. This flouting is not a communication error, but a deliberate strategy used to build an image as a professional and prepared leader, maintain political harmony, and defuse sensitive issues such as the diploma controversy by referring to it as "the trappings of democracy." The fact that only flouting was found indicates that Gibran did not intend to deceive or refuse to answer, but rather deliberately violated the rules so that listeners could grasp the implied meaning.

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