GRICE'S MAXIM OF JENNIE'S BLACKPINK INTERVIEWS IN ELLE MAGAZINE AND BILLBOARD MUSIC

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ABSTRACT

The research entitled Grice's Maxim of Jennie's Blackpink Interviews in Elle Magazine and Billboard Music applied the theory proposed by Grice in Levinson (1983) and Cutting (2002). The aim is to investigate the types of Grice's maxim in Jennie's Blackpink interviews in Elle magazine and Billboard music. Furthermore, this research used descriptive qualitative method. The data which were classified and analized were taken from YouTube. The result showed that there were 15 data cooperated with maxim quantity, 25 Data cooperated with maxim quality, 22 data cooperated with maxim relevance, and 3 data cooperated maxim of manner. In addition, there are 10 data violate maxim quantity, 1 datum violates maxim quality, and 3 data violate maxim relevance. Thus, the most dominant maxim which was found in Jennie's Blackpink interview is maxim quality and the most dominant maxim that is violated in the interview is maxim quantity.

Keywords: Cooperative Principle, Maxim Quality, Maxim Quantity, Maxim Relevance, Maxim Manner

INTRODUCTION

Language is very significant for communication as people use language to communicate each other. Language is a purely human and noninstinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols (Collinson et.al, 1924). Communication is the process of ideas which are transmitted from one to another or one group to another, in the form of speaking or writing (Egwalusor and Ogilo, 2022). In addition, in conducting communication people should convey information clearly since good communication makes the interaction between people can run smoothly and effectively. This matter relates to the field of Linguistics. Linguistic is defined as the scientific and systematic study of human language (Akmal, Yusny, and Risdaneva (2017)). Pragmatics as one of branches of linguistics is the investigation of meaning as it is conveyed by a speaker (or writer) and understood by a listener (or reader). In this case when people conduct the conversation, the speaker conveys an information to the hearer that has a meaning to be understood. However, people sometimes receive unclear meaning. According to Fromkin,et al. (2003) in Nurhidayah et al. (2021) pragmatics is concerned with the interpretation of linguistic meaning in context and pragmatics also overwhelms the implicit meaning called implicature. The term implicature is used by Grice (1975) to account for what a speaker can imply, suggest, or mean as distinct from what the speaker literally says. Furthermore, implicature comprises into conventional implicatures and conversational implicatures. Conversational implicatures is derived from a

general principle of conversation plus a number of maxims which speakers will normally obey. The general principle is called the Cooperative Principle (Grice, 1975). Cooperative principle is define as make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engage. In addition, Cooperative Principle is the umbrella for the components that guide how people communicate which is grouped into four categories called the Maxims of Conversation. They are the maxim of quality (truthfulness), the maxim of quantity (informativeness), the maxim of relation (relevance), and the maxim of manner (perspicuity). According to Hamani & Puluhulawa (2019) there are two possible things that people can do with maxim. They are observing maxim and not observing maxim. Observing maxim means that you are follow the rules of maxim while not observing maxim means that you are break or against the rules of maxim.

There are some previous researches about maxim which is proposed by Grice. First, the research conducted by Ziashahabi1, Jabbari1 and Razmi (2020) is about The Effect of Interventionist Instructions of English Conversational Implicatures on Iranian EFL Intermediate Level Learners' Pragmatic Competence Development. Second, Linawati (2013) investigates a Gricean maxim analysis of an English teacher's talks in SMPN 1 Kalasan which discussed about the types of flouting maxim and explaining why flouting maxim appears. The last, Sukmiarni and Dewi (2021) discussed about floating maxims in an interview of Donald trump with time Magazine. In this case, the writer is interested in investigating Grice maxim as it is an interesting subject and maxim has a significant role to contribute to understand the communication and conversation. It also enables people to understand the fundamental principles that govern communication. In addition, the study on Grice Maxim enables to understand how humans interpret the meaning provided by the dialogue, even when the content being delivered does not directly adhere to these principles. Hence, the writer intends to analyze how maxim is implemented in the dialogue of Jennie Blackpink as the famous artist from south Korea. The research will be conducted with a title "An Analysis of Grice Maxim in Jennie's Blackpink Interviews in Elle Magazine and Billboard Music ".

LITERATURE REVIEW

Pragmatics

Pragmatics as a branch of linguistics is the investigation of meaning as it is conveyed by a speaker (or writer) and understood by a listener (or reader). In addition, pragmatic has more to do with the analyzing what speakers intend rather than what the words or phrases they use may mean on their own (Yule, 1995). Furthermore, according to Levinson (1983) Pragmatics is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language. Thus, the pragmatics is the study of the relations between language and context and also, the investigation of meaning which is convey by speaker and understood

by listener. Pragmatics comprises into the study of Deixis, Presupposition, Speech Acts, and Implicatures.
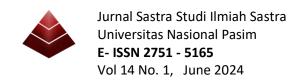
Implicature

According to Levinson (1983) Grice's second theory, in which he develops the concept of implicature, is essentially a theory about how people use language. Aisya and Fitrawati (2019) stated that the study of implicit meaning is implicature. Implicature is also the study of indirect communication. In addition, Yule (1996) stated that speakers actually communicate more than the words they utter. Furthermore they communicate the additional meaning to the hearers. It means that in process of communication, people do not always say what they really mean. What speakers utter can be different, opposite, or more than what it says (Aisya and Fitrawati, 2019). There are times when the speaker says something but has a different meaning from the sentence. It is mentioned as an implicature (Levinson, 1983). Grice divided implicature into two parts. They are conventional implicature and conversational implicature (Hidayati and Mahmud (2022)). In this study, the writer will explore about conversational implicature below.

Cooperative Principle

The theory was founded by Paul Grice in 1975. Cooperative principle is defined as make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engage. The way in which people try to make conversation work effectively is called as cooperative principle. Cooperative principle may apply in different contexts of conversation that can be observable and the result of the conversation will depend on how each speaker handles the interaction. As cited in Arfiawati and Guntari (2022) There are two kinds of implicature according to Grice, namely conventional implicature and conversational implicature. According to Grice (1975), conventional implicature is determined by the conventional meaning of the words used, while conversational implicature is derived from a general principle of conversation plus a number of maxims which speakers normally obey. The Cooperative Principle also refers to how people try to make interactions easier and helps people to have a good understanding that the meaning in the utterance can be stated implicitly and make the people can through the process of communication properly (Gultom, 2022).Therefore, cooperative principles theory helps people to interpret the implicit meaning in the utterance through the principles which are called maxim.

Maxim

Cooperative Principle is the umbrella for the components that guide how people communicate which is grouped into four categories called the Maxims of Conversation. Grice (1989) in Aisya and Fitrawati (2019) proposed four maxims that people must obey to create an effective communication. They are the maxim of quality (truthfulness), the maxim

of quantity (informativeness), the maxim of relation (relevance), and the maxim of manner (perspicuity). The types of maxims according to Cutting (2002) are as follows:

1. Maxim of quantity

Speakers should be as informative as is required, that they should give neither too little information nor too much. It makes your contribution as informative as is required for the current purposes of the exchange and do not make your contribution more informative than is required.

Example: (1) A: How did Harry fare in court the other day?
            B: Oh he got a fine
(Levinson, S.C., 1983)

The conversation above indicates that speaker B answer A's question according to his answer required by speaker A without adding any other information. Harry gets a life sentence, and then B must be guilty of misleading A by not being able to provide all the information that might reasonably be required. Therefore, speaker B has given an informative situation (Holifatunnisa and Wuryandari, 2023).

2. Maxim of quality

Speakers are expected to be sincere, to be saying something that they believe corresponds to reality. It tries to make your contribution one that is true, specifically: do not say what you believe to be false and do not say that for which you lack adequate evidence.

 Example: (2) A: I'll ring you tomorrow afternoon then
                B: Erm, I shall be there as far as I know, and in the meantime have
                 a word with Mum and Dad if they're free. Right, bye-bye
                    sweetheart
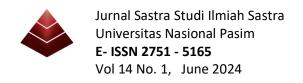   A: Bye-bye, bye
(Cutting, 2002)

The conversation above indicates that B says "as far as I know" to show that B is not completely sure that he/she will be there when A calls him. B prevents him/her from lying by stating that B is unsure with his/her statement (Holifatunnisa and Wuryandari, 2023).

3. Maxim of Relation

Speakers are assumed to be saying something relevant to what has been said before. It makes your contributions relevant.

Example: (3) A: Where's my box of chocolate?
            B: It's in your room (Adawiyah, 2016 in Holifatunnisa and Wuryandari, 2023)

The conversation above show that A asked about where his/her chocolate box, and B's answer relate to the question asked by A, not talking about anything else (Holifatunnisa and Wuryandari, 2023).

4. Maxim of manner

We should be brief and orderly as avoid obscurity `and ambiguity. It is perspicuous be, and specifically: avoid obscurity, avoid ambiguity, be brief, and be orderly.

Example: (4) A: What time is it?
            B: It is 09.30 a.m.
(Rebecca, 2021 in Holifatunnisa and Wuryandari, 2023)

The conversation above shows that B answers A's question clearly. It can be said that B fulfils the maxim of manner.

Flouting Maxim

According to Cutting J (2002) when speakers appear not to follow the maxims but expect hearers to appreciate the meaning implied, and the speaker implies a function different from the literal meaning of form is a flouting maxim. When flouting a maxim, the speaker assumes that the hearer knows that their words should not be taken at face value and that they can infer the implicit meaning. There are four types of flouting maxim as follows :

1. Flouting Maxim of Quantity
    The speaker who flouts the maxim of quantity seems to give too little or too much information.

    Example : (5) A: well, how do I look?
                B: Your shoes are nice….

    B does not say that the sweatshirt and jeans do not look nice, but he knows that A will understand that implication, because A asks about his whole appearance and only gets told about part of it.

2. Flouting Maxim of Quality
    The speaker flouting the maxim of quality may do it in several ways. First, the writer may quite simply say something that obviously does not represent what other think. Example : (6)

3. Flouting Maxim of Relation

If speakers flout the maxim of relation, other people expect that the hearers will be able to imagine what the utterance did not say, and make the connection between their utterance and the preceding one(s).
Example : (7)

4. Flouting Maxim of Manner
Those who flout the maxim of manner, appearing to be obscure, are often trying to exclude a third party, as in this sort of exchange between husband and wife:
Example (8)   A: where are you off to?
B: I was thinking of going out to get some of that funny

white stuff for somebody.

A: Ok, but don't be long- dinner's nearly ready.

B speaks in ambiguous way, saying 'that funny white stuff' and 'somebody', because he is avoiding saying 'ice cream' and 'Michelle', so that his little daughter does not become excited and ask for the ice-cream before her meal.

Violance

A speaker can be said to 'violance' a maxim when the reader know that the hearer will not know the truth and will only understand the surface meaning of the words. They intentionally generate a misleading implicature (Cutting, J, 2002) Maxim violation is unostentatiously, quietly deceiving. In this case, the speaker deliberately supplies insufficient information, says something that is insincere, irrelevant or ambiguous, and the hearer wrongly assumes that they are cooperating. The explanation are as follows :

1. If Speaker violates the maxim of quantity, they do not give the hearer enough information to know what is being talked about, because they do not want the hearer to know full picture.
2. Violated the maxim of quality by not being sincere, and giving him the wrong information.
3. Violating the maxim of relation, in order to distract him and change the topic.
4. Violated the maxim of manner, in the hope that it could be taken as an answer and the matter could be dropped.

Context

Rahayu and Safnil (2016) stated Context is the physical environment in which a word is used. According to Yule (1996) understanding the context of the language situation avoid the hearers to prejudice the wrong perception of information that uttered by the speaker. Therefore, by considering about the context the hearer will be easy to understand the speaker's message. Implicit meaning of utterances is investigated into pragmatics concept.

Furthermore, Pragmatics is the study of the language usage based on the context (Levinson, 1983). Thus, context is used to understand factors in producing, and interpreting speech oriented in users.

Sentence

A sentence is a group of words that is used to express our idea in writing (Ernawati, 2014). Based on the number of clauses, the sentence is divided into four categories: simple sentences, compound sentences, complex sentences, and compound-complex sentences.

1. Simple Sentence

Simple sentence is analyzed based on independent clause that consists of minimally one subject and one verb, and it expresses a complete thought

Example: (09) A man and a woman worked in the field.

2. Compound Sentence

Compound sentence is analyzed based on two or more independent clauses connected by a coordinating conjunction, punctuation alone and sentence connector.

Example: (10) He is the Rector of the university; at the same time, his wife is the Dean of the department of Literature.

3. Complex Sentence

Complex sentence is analyzed based on an independent clause and one or more independent clause namely adjective clause, noun clause, and adverbial clause.

Example: (11) The machine didn't work when I wanted to use it.

4. Compound-complex sentences

Compound – complex sentence is analyzed on a combination of two or more independent clause and one or more independent clause

Example: (12) While I was walking down Fifth Avenue, I ran into a friend whom I hadn't seen for many years, and I stopped to have a good chat with him.

In addition, types of sentences based on functions, divided into Declarative sentences (Statements), Interrogative Sentences (Questions), Imperative Sentences, Exclamatory Sentences (Exclamations). The following provides more explanation.

1. Declarative sentences (Statements)

In a declarative sentence, the subject and predicate have normal word order.

Example: (13) They could not do their work.

2. Interrogative Sentences (Questions)

Interrogative sentence is the type of sentence to request or ordering something to someone. Example: (14) Who gives you the right?

3. Imperative Sentences

In an imperative sentence, only the predicate is expressed. The simple form of the verb, regardless of person or tense. Example: (15) See the picture.

4. Exclamatory Sentences (Exclamations)

Such sentences begin with an exclamatory phrase consisting of what or how + a part of predicate. Example: (16) What a beautiful figure she has

Interview

According to Easwaramoorthy and Zarinpoush (2006) an interview is a conversation for gathering information. Interview involves both the interviewer and the interviewee that participate in the conversation. In this case, the interviewee answers the interviewer's questions. In addition, interview can be held in-person or over the phone. Hasriani G (2019) stated that the effective interview is used in speaking learning because it can stimulate the brain to think. In the interview process, interviewers reveal questions and interviewers listen and then respond to questions. Furthermore, the use of the internet for interviewing is also growing by implementing various media such as Zoom and Gmeet.

METHODOLOGY

The writer applied qualitative descriptive method for the research. Qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem (Cresswell in Ishtiaq, M, 2019). In addition, Bogdan and Taylor (as cited in Meleong, 2002) defined qualitative research method as a research procedure which produces descriptive data in the form of words written or spoken of the person. Besides that, according to Arikunto (2010) descriptive research is the study intended to investigate the situation, condition, circumstances, events, and other activities, and participant observation. The writer applied some procedures to collect the data such as search the data from YouTube, select the video of the interview, read the transcript, classify the data analyze and interpret the data.

RESULT AND DISCUSSION

There were 25 data found in Jennie's Blackpink Interviews in Elle Magazine (EM), and Billboard Music (BM). The data comprises into 12 data from Elle Magazine (EM) and 13 data from Billboard Music (BM). All data is analyzed by using the theory from Grice's Maxims. They are Maxim Quantity, Maxim Quality, Maxim Relation (Relevance) and Maxim of Manner.

Data 1

MC: What is one thing you can't leave home without? (EM)
JB: I can't leave my house without headphones, cause I love listening to music.

This conversation belongs to maxim quality as maxim of quality has a meaning that the speakers are expected to be sincere, to be saying something that they believe corresponds to reality. In this interview MC asked Jennie and Jennie answered sincerely and said something that they believed correspond to reality. Jennie's answer "I can't leave my house without headphones, cause I love listening to music". This answer is included in the maxim quality because it provides enough information to answer the question. Jennie explained that she can't leave house without headphones and tell the reason about the question by explaining "cause I love listening to music". This conversation fulfill or cooperated with maxim of quality.

Data 2
MC: What is your favorite memory on set, filming your latest project? (EM)

JB: So the last time I was in set was I think for our video Shut Down for Black Pink and we didn't sleep for a good four days and we had to shoot right through it. And there was a lot of choreography to do which we actually learned in the spot. So yeah, that was very memorable.

This conversation belongs to maxim quantity as maxim of quantity has a meaning that the speakers should be as informative as is required that they should give neither too little information nor too much. In this interview MC asked Jennie and Jennie answered as informative as it is required. Jennie answer "So the last time I was in set was I think for our video Shut Down for Black Pink and we didn't sleep for a good four days and we had to shoot right through it. And there was a lot of choreography to do which we actually learned in the spot. So yeah, that was very memorable". Jennie's answer is included in the maxim quantity because it provides enough information to answer the question. Jennie explained that the last time she was on set, she was filming the Shut Down video for Black Pink. she also gave details that we didn't sleep for four days and still had to shoot and learn choreography on the spot. However, the writer also needs to admit that this answer slightly violates the principles of maxim quantity. Jennie focused more on her experiences during filming rather than answering directly about her favorite moments on set. Jennie can provide additional information, for example the specific moment that was most memorable or what made that moment so special. This conversation violates maxim quantity.

Data 3

MC: Hi Jennie. So how are you doing today?- (BM)
JB: Here, hi , I'm good, thank you.

This conversation belongs to maxim relevance as maxim of relevance has a meaning, that the speakers are assumed to be saying something relevant to what has been said before. In this interview MC asked Jennie and Jennie answered relevant with Mc question. Jennie didn't

violence the maxim of relevance because Jennie answer relevance with MC question. This conversation cooperated with maxim relevance.

Data 4

MC: We'll definitely look forward to it. (BM)
JB: Thank you.

This conversation belongs to maxim manner as maxim of manner has a meaning, we should be brief and orderly as avoid obscurity `and ambiguity. In this interview MC asked Jennie and Jennie answered as avoid obscurity `and ambiguity as it is required. MC gave a positive response stating that they would look forward to something. Jennie responded with "Thank you," which is a polite response that fits the context. The reason why this does not violate the Maxim of Manner is that in this situation, there is no specific question or context that requires Jennie to provide additional obscurity and ambiguity. Therefore, the brief and polite response was quite appropriate in that context. This conversation fulfil or cooperated with maxim manner.

The Most Dominant of Grice's Maxim Found in Jennie's Blackpink Interviews in Elle Magazine and Billboard Music

	Cooperated / Observing	Violence / not observing
Maxim Quantity	15	10
Maxim Quality	24	1
Maxim Relevance	22	3
Maxim Manner	3	0
Total	65	13

Table 1

The table show that there are 15 data cooperated with maxim quantity, 24 Data cooperated with maxim quality, 22 data cooperated with maxim relevance and 3 data cooperated with maxim of manner. Furthermore, there are 10 data violate maxim quantity, 1 datum violate maxim quality, and 3 data violate maxim relevance. Therefore, the most dominant cooperated maxim which was found in Jennie's Black Pink interview in Elle Magazine and Billboard Music is maxim quality and the most dominant violation maxim is maxim quantity.

CONCLUSION

Based on the analysis, there were 25 data found in Jennie's Blackpink Interviews in Elle Magazine (EM), and Billboard Music (BM). The data comprises into 12 data from Elle Magazine (EM) and 13 data from Billboard Music (BM). All data is analyzed by using the theory from Grice's Maxim. They are Maxim Quantity (informativeness), Maxim Quality (truthfulness), Maxim Relation (Relevance) and Maxim of Manner (perspicuity). The result

shows that there are 15 data cooperated with maxim quantity and 10 data violate maxim quantity, 25 Data cooperated with maxim quality and 1 data violate maxim quality, 22 data cooperated with maxim relevance and 3 data violate maxim relevance, and 3 data cooperated with maxim of manner. Therefore, the most dominant cooperated maxim which was found in Jennie's Black Pink interview in Elle Magazine and Billboard Music is maxim quality.

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