

AN ANALYSIS OF COOPERATIVE MAXIM USED BY INDONESIAN'S PRESIDENT CANDIDATES IN PRESIDENTIAL DEBATE 2024

Dian Purnama Sari¹, Agnesia Alice Maria Gusmali²

*Correspondence :

Email : dian@stba-prayoga.ac.id

Authors Affiliation:

^{1,2}STBA Prayoga

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Abstract

This study aimed at analyzing the cooperative maxim used by three Indonesian president candidates of 2024. More specifically, the goal of this study is to recognize the types of cooperative maxim used by Anis Baswedan, Prabowo Subianto, and Ganjar Pranowo during presidential debate 2024. Grice's cooperative maxim was used to examine four types of maxims. The researchers employed a qualitative descriptive method that the data were collected from the candidates' utterances during the debate session. The results of this research showed that all four types of cooperative maxims were found (quantity, quality, relation and manner) 70 times. The most common maxim found was maxim of quantity and quality with 18 times occurrence per each maxim. Meanwhile, the least common was disgrading maxim of manner and relation with 17 times occurrence per each maxim.

Abstrak

Penelitian ini bertujuan untuk menganalisis maksim kerja sama yang digunakan oleh tiga calon presiden Indonesia tahun 2024. Secara lebih spesifik, tujuan penelitian ini adalah untuk mengenali jenis-jenis maksim kerja sama yang digunakan oleh Anies Baswedan, Prabowo Subianto, dan Ganjar Pranowo selama debat presiden 2024. Maksim kerja sama Grice digunakan untuk mengkaji empat jenis maksim. Peneliti menggunakan metode deskriptif kualitatif di mana data dikumpulkan dari ujaran para kandidat selama sesi debat. Hasil penelitian menunjukkan bahwa keempat jenis maxim digunakan (kuantitas, kualitas, relasi, dan cara) sebanyak 70 kali. Maksim yang paling sering ditemukan adalah maksim kuantitas dan kualitas masing-masing sebanyak 18 kali. Sementara itu, yang paling jarang adalah maksim cara dan relasi yaitu masing-masing sebanyak 17 kali.

INTRODUCTION

Human uses language as powerful tool to communicate each other. From spoken words to written text, language allows us to express our thoughts, emotions, and ideas. However, effective communication goes beyond mere exchange of words. It involves understanding nuances, and the cooperative maxim, which plays a significant role in successful interactions.

Communication can also be said as a two-way street where both parties involved are equally responsible for sending and receiving messages. It can be said that the conversation is cooperative if the listener understands what the speaker says (Lodari, Kasmairi, Sabarudin: 2018). The cooperative maxim, proposed by Grice, outlines the principles that guide effective communication. According to Grice, the maxim consists of four key components: quantity, quality, relation, and manner. These components highlight the importance of being informative, truthful, relevant, and clear in our communication.

According to Grice in Sinabutar & Sari (2023), the maxim of quality emphasizes that speakers should strive to provide information that is true and based on sufficient evidence. This means avoiding false statements or claims without proper justification. For example, if someone shares inaccurate or baseless information, they violate this maxim. The maxim of quantity requires speakers to provide the right amount of information—not too much or too little. This ensures the listener has enough detail to

understand the message without being overwhelmed by unnecessary information. For instance, giving a vague response or overloading with excessive details would breach this maxim.

Moreover, the maxim of relation focuses on relevance, meaning speakers should only provide information that is directly connected to the topic at hand. Irrelevant contributions can confuse the listener or derail the conversation. For example, answering a question with unrelated information would violate this principle. In addition, the maxim of manner emphasizes clarity and organization in communication. Speakers should avoid ambiguity, be brief, and present their points in an orderly way. Violating this maxim might involve using overly complex language or being intentionally unclear, making it difficult for the listener to understand. When a speaker fails to follow these maxims, they are not adhering to the Cooperative Principle, which governs effective and meaningful communication. This can lead to misunderstandings or misinterpretations in a conversation.

Following is the example of four cooperative maxims in a single conversation.

A : What time is the meeting tomorrow?

B : The meeting is at 10.00 a.m in the conference room

In this conversation, Speaker B observes all four maxims. The maxim of quality is fulfilled by providing accurate and truthful information about the meeting. The maxim of quantity is adhered to as Speaker B gives just the right amount of detail—the time and location—without unnecessary elaboration. The maxim of relation is met because the response is directly relevant to Speaker A's question about the meeting. Lastly, the maxim of manner is observed by delivering the information clearly and concisely, avoiding any ambiguity or confusion.

The cooperative maxim serves as a foundation for cooperative communication. By adhering to these principles, individuals can engage in meaningful and productive conversations. When we follow the maxim, we can ensure that our messages are understood correctly, avoid misunderstandings, and build stronger relationships with others. In essence, the cooperative maxim promotes mutual understanding, respect, and harmony in communication. Grice also believes that a meaningful conversation or dialogue depends on the cooperation between related parties (Megah & Wahyuni :2018). Someone who strives to achieve a meaningful conversation will attempt to be truthful, informative, relevant, and clear to facilitate successful communication. But in reality this is not always the case. In a conversation, the involvement of emotions, past experiences, certain goals, and other unforeseen factors, could impact the way a conversation proceed.

Moreover, the cooperative maxim serves as a guiding principle for effective communication. By incorporating these principles into daily interactions, people can enhance the clarity, understanding, and positivity of our communication. Therefore, it is really needed to communicate cooperatively and build stronger connections with those around human.

The researchers found this topic is interesting to be discussed to describe the cooperative maxim used by three Indonesian's president candidate of 2024. It is assumed that all the candidates should follow the cooperative maxims to make their spoken easily understood by people. The data were taken from the third president candidate's debate on January 7th 2024 for the 2024 election is selected for this study subject because it contains plenty of conversations in which Grice's conversational maxims and flouting of maxims can be analyzed. It is necessary to analyze the appliances of maxims in this debate to get more comprehension toward candidates' ideas, principles, and priorities, also to better know them from the way they respond to given problems. This is in line with Rouhshad in Gultom (2022) that states interactions are more common in face-to-face communication because, in spoken mode, speakers have greater opportunities for negotiation. In contrast, written communication offers fewer chances for such interaction, as interlocutors can re-read

previous messages, allowing them to better understand the meaning before responding. This ability to review and comprehend the content reduces the need for negotiation of meaning in written exchanges. Therefore, this research was done to analyze the cooperative maxims found in Indonesia's presidential debate 2024.

METHODS

To solve the problems, the qualitative research was used to identify cooperative maxim used by Indonesian president candidates 2024. This method of research focuses on descriptive data in forms of words (Creswell:2013). In this study, the researchers analyzed the utterances of Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo during presidential debate. Every utterance that carried during the debate session became the object of the research. The researchers then identified and categorized each utterance based on Grice's cooperative maxim theory. The complete observer technique was used to collect the data which the researchers did not participate in the debate. The researchers did some steps to get the data; found the official debate in Youtube channel, listened to the debate, downloaded and wrote the transcription of the debate, and classified the utterances of those three presidential candidates.

In analyzing the data, the researchers applied pragmatic identify method. As explained by Sudaryanto (2015), this method is used when the researcher need to identify linguistic unit by utilizing the outside aspects of linguistics. The researchers began understanding which data related to cooperative maxim as the first step of analysis. Then, the researchers found the data categorized to each cooperative maxim. Next, the researchers concluded the data by explaining the reasons why the data were categorized into those maxims. The research results were presented by analyzing each segment of the questions given by the moderator.

RESULT AND DISCUSSION

RESULT

The results of this study reveal that, out of the 70 maxims analyzed in the conversations of the presidential candidates, Anies Baswedan, Ganjar Pranowo, and Prabowo Subianto adhered to all of the Cooperative Maxims proposed by Grice. The four types of maxims examined include Maxim of Manner, Maxim of Quantity, Maxim of Quality, and Maxim of Relation. Among these, the Maxim of Quantity and Maxim of Quality were the most frequently followed, with 18 occurrences each. This indicates that the candidates tended to provide sufficiently informative answers that were accurate and aligned with the question without offering excessive or irrelevant information.

In addition, the Maxim of Manner and Maxim of Relation were each followed 17 times. This suggests that although there were some variations in how the candidates structured their answers and connected information, all candidates made an effort to maintain clarity and coherence in their responses. Most of them avoided vagueness or confusion, ensuring that their answers were relevant to the context provided. However, there were moments when the connections between economics and culture, for instance, were not explicitly made, such as in Prabowo's responses.

Overall, the study's findings emphasize that all candidates successfully adhered to the principles of Cooperative Maxim in their responses to the questions posed. Their adherence to the Maxim of Quantity and Maxim of Quality shows that they were more likely to provide clear, context-appropriate answers, offering relevant and sufficient information to support their arguments. As a result, the conversations were conducted efficiently and were easily understood by the audience, without causing confusion or ambiguity.

DISCUSSION

This study analyzes seven segments from the 2024 Indonesian presidential debate, each focusing on a distinct and critical topic, including globalization, geopolitics, foreign policy, security, international relations, and defense. The aim of this analysis is to investigate how each presidential candidate adheres to Cooperative Maxims, which are designed to ensure clear, informative, and relevant communication. These maxims, proposed by philosopher H.P. Grice, include the Maxim of Quantity, Maxim of Quality, Maxim of Relation, and Maxim of Manner. The study highlights the frequency with which each candidate adheres to these maxims and explores how these communicative principles affect their presentation of complex national and global issues.

Each of the seven debate segments focuses on a different topic, allowing the candidates to articulate their positions and strategies on various aspects of Indonesia's future. For example, the globalization segment encourages candidates to discuss the challenges and opportunities that come with global integration. Candidates were asked to outline their strategies for ensuring that Indonesia can both participate in and benefit from global economic and cultural exchanges. The segment on geopolitics required candidates to position Indonesia within the broader regional and global political context, highlighting the nation's role in a shifting power balance.

The foreign policy segment was particularly crucial for understanding the candidates' vision of Indonesia's role on the world stage. Here, the candidates were expected to demonstrate how they would navigate the delicate balance between pursuing national interests and fostering international cooperation. In the security segment, candidates were asked to propose their strategies for maintaining internal stability and responding to external threats, while the international relations segment examined how Indonesia could strengthen alliances and forge new partnerships to ensure national and regional security.

The defense segment, which focused on strengthening Indonesia's defense capabilities, was a key moment for the candidates to explain their vision for Indonesia's military readiness. Each candidate had to address critical issues like defense modernization, military budgets, and the strategic role of Indonesia in the region. These debates were essential in determining how well the candidates could communicate complex defense and security policies in a way that would resonate with the voters and address their concerns.

The results of the analysis reveal that the candidate who most consistently adhered to the Cooperative Maxims was Anies Baswedan, who followed the maxims 26 times across all seven debate segments. Anies's responses were characterized by a balanced approach, offering clear, relevant, and sufficient information to the audience. For instance, during the globalization segment, Anies Baswedan emphasized the need for the government to invest in cultural diplomacy, noting that Indonesia should promote its cultural assets globally. His statement, "Indonesia has a rich culture that should be showcased internationally, and we need a strategic approach to ensure our cultural products are appreciated worldwide," follows the Maxim of Quality by offering accurate and actionable insights.

In contrast, Prabowo Subianto adhered to the Cooperative Maxims 23 times, making him the second most frequent adherent in the debate. Prabowo's responses often centered on national sovereignty, security, and economic independence. For example, in the defense segment, Prabowo responded to a question about Indonesia's military capabilities by stating, "We need to ensure that our defense forces are self-sufficient, and that we invest in our own technology and production capacity." This response aligns with the Maxim of Quantity, as Prabowo provided sufficient information about his defense policy without over-elaborating on details, and it adheres to the Maxim of Quality, as the statement is plausible and supported by a focus on national defense infrastructure.

Ganjar Pranowo, the third candidate, followed the maxims 21 times throughout the debate. Ganjar's responses were thoughtful, but he occasionally deviated from the maxims, particularly in areas where the question required more focused and direct answers. For instance, in the security segment, Ganjar stated, "We must be proactive in securing our borders, but we also need to invest in the economic welfare of our people to ensure internal stability." While this adheres to the Maxim of Relation by relating the security of borders to the welfare of the people, his answer lacked depth on

how this would be achieved in practical terms, making it slightly less informative compared to the responses of Anies and Prabowo.

Anies's adherence to the Maxim of Relation was particularly evident in his foreign policy response, where he stated, "Indonesia should not only protect its sovereignty but also lead regional dialogues to ensure peace in Southeast Asia." By making this statement, Anies successfully connected Indonesia's sovereignty to regional leadership, thus creating a logical relationship between the two. This demonstrates how candidates were able to frame their arguments in ways that not only addressed the question but also linked broader concepts to provide a cohesive response.

Similarly, Prabowo's statement in the security segment, where he discussed the need for a strong defense in relation to global power dynamics, demonstrated his adherence to the Maxim of Manner. He was clear and precise when he said, "Only with a strong defense can we safeguard our sovereignty." His direct and straightforward communication ensured that the audience could easily understand his stance on national security, without unnecessary complexity or ambiguity.

Despite the occasional deviations, both Ganjar and Prabowo exhibited a strong command of the Maxim of Quality, particularly when discussing topics like defense and foreign policy. Ganjar, for instance, was careful to provide statements that were grounded in his political experience, making it clear that his proposals were informed by practical considerations. Prabowo, on the other hand, relied heavily on his background in the military to underscore his statements, which reinforced the accuracy of his claims.

However, Anies stood out in his ability to consistently maintain adherence to all four maxims across the seven segments. His Maxim of Quantity was particularly strong, as he provided ample details without overwhelming the audience. For example, in the globalization segment, Anies discussed the potential of digital platforms for promoting Indonesian culture globally. By stating, "Through digital diplomacy, we can make Indonesian art and culture viral worldwide," Anies was able to offer a precise and well-rounded answer that adhered to both the Maxim of Quantity and the Maxim of Quality.

The results of this study highlight the importance of Cooperative Maxims in ensuring that political discourse remains clear, relevant, and effective. Each candidate's ability to adhere to these maxims varied, with Anies Baswedan emerging as the most consistent in his communication. This consistency in following the maxims may reflect Anies Baswedan's preparedness and strategic approach to presenting his ideas in a way that resonates with voters, ensuring that his messages were both comprehensible and impactful. As for Prabowo Subianto and Ganjar Pranowo, while their adherence to the maxims was also commendable, Anies Baswedan's stronger performance across all categories positions him as the most effective communicator in the debates, at least in terms of maximizing clarity and relevance.

CONCLUSION

In conclusion, this study reveals that the candidates in the 2024 Indonesian presidential debates demonstrated varying degrees of adherence to Cooperative Maxims, which are essential for clear and effective communication. Anies Baswedan emerged as the most consistent in following the maxims, particularly excelling in providing relevant, clear, and sufficient information across all debate segments. His strategic use of maxims, especially in discussing complex issues such as globalization, foreign policy, and defense, helped him present a cohesive and persuasive narrative. Prabowo Subianto and Ganjar Pranowo also adhered to the maxims but with slightly less consistency. This analysis underscores the importance of effective communication in political discourse, highlighting how adherence to the Cooperative Maxims can enhance a candidate's ability to engage with voters and present policies in a clear and relatable manner.

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