



Opting Out of Maxim in Quora Q&A Social Media

Ammar Rasyid^{1*}, Zuindra Zuindra², Mayasari Mayasari³

Departement of English Literature, Universitas Harapan Medan, North Sumatera, Indonesia

Jl. HM. Joni No.70 C, Teladan Bar., Kec. Medan Kota, Kota Medan, Sumatera Utara 20216

Email: ammarrasyid84@gmail.com

Abstract : *Researcher investigate how to be able to carry out conversations efficiently and effectively in computer-based media using Grice's cooperative principle theory. Researcher use the Qualitative method. The researcher took one of the questions in Quora Indonesia "Mengapa dosen atau pihak kampus tidak melarang mahasiswa ikut demo?", the answer to this question was used as the object of study. The results of this study reveal that there are types of Non-observance of the maxim, namely opting out of a maxim in 9 (100%) of the 17 answers: opting out of maxim quantity (22%), opting out of maxim quality (22%), opting out maxim relevance (22%), opting out of maxim manner (33%).*

Keywords: *CMC, cooperative principle Grice's, Quora, opting out a maxim, demonstration.*

INTRODUCTION

Language is a communication tool that aims to convey information to one another. One form of interaction carried out by humans is speaking in conversation. In a conversation, at least two people are needed in it. One party is the speaker and the other party is the speech partner with language as a means of communication that is understood by both. As usual, other social and speaking activities can take place well if all participants are actively involved in the speaking process. If one or more parties are not actively involved in speaking activities, it is certain that the speech will not go well (Dary et al., 2022). In research on the principle of cooperation, communication is used as a parameter and objective of this principle. If the message that the speaker wants to convey has been conveyed properly by the speech partner. In communication, there is a process of exchanging information through signs, gestures, and symbols by individuals. To achieve the goal of effective, efficient, and clear communication, grammatical principles are needed that are understood by each speaker. Disobedience with this principle is common in our lives and is closely related to the macro and micro social environment, environment, culture, behavior patterns, other speakers, etc (Grice, 1975). Sometimes speech can create its own way of meaning, as is the case when asked a question, the speech partner gives an answer in a different way to avoid giving a direct answer. It also consists of various motivations of the speech partners in giving answers, it can only be to make a lie, joke, satire, etc (Thomas, 2013).

In the development of technology, to facilitate the delivery of information with the aim of getting faster and more dynamic, humans create computer-mediated communication systems that involve participatory websites. Web 2.0 or social websites make it possible to convey information without the need for face-to-face or direct contact and allow contributions in the form of speech or content from speakers or speech partners (can be readers or web page owners) (Yao & Ling, 2020). Quora (/ˈkwɔːrə/) is a question-and-answer social media company based in Mountain View, California. The company was founded on June 25, 2009, and made available to the public on June 21, 2010. The basis of this social media is that users can collaborate by editing questions and commenting on answers that have been submitted by other users. This is closely related to the processing of information and messages so that they can be conveyed properly through consideration using the Grice cooperation principle.

Previously the researcher also found several studies involving social media as research objects and the application of the same main theory as (Kamilah Fina et al., 2017). This thesis investigates the types of non-observance of the maxim that exist on Ask. fm and tries to find out why these users disobey the cooperative principle using a qualitative descriptive method. Hanifah, n.d., this study was aimed at investigating types of maxims that are not observed by male and female Facebook users and how male and female users fail to observe a maxim in their conversation. (Yulaehah, 2012), This study aims to describe the forms of fall to obeying cooperative principle that occurs in Facebook communication by Indonesian Language and Literature students of UNY class of 2007. (Ekah et al., 2018), The social media selected for this analysis are WhatsApp and Facebook. Seven chats were randomly selected from the researcher's (A's) chats with others. Results show that the Gricean maxims were mostly flouted in comparison with other ways of their non-observance.

The researcher limits the object of research that is in Quora based on the question "*Mengapa dosen atau pihak Kampus tidak melarang mahasiswa ikut demo?*", the researcher has looked for several other question objects, and the reason this research was conducted as the background study above, this question deserves to be studied. There are 10 answers from different people to be studied, recorded until the fifteenth of March 2023. This research only uses Grice's theory of cooperative principle.

The purpose of this study is to reveal non-compliance with maxims in the form of opting out of maxims, and Quora users also know what the principle of cooperation is so that they can make clear, effective, efficient, and informative speeches as requested by the speaker. In addition, this research also aims to provide an explanation of Quora. With a focus on sharing

general knowledge, Quora has the potential to become a tool for sharpening cognitive and critical thinking, creative writing (Rahmadani & Sodiq, 2021), and reading skills (Irwan, 2020).

METHOD

This research uses a qualitative approach. The purpose of the research is to find out the use of opting out of a maxim in Quora related to language use, thus using the qualitative content analysis method, which is a method commonly used to understand the symbolic message of discourse or text (Sandelowski, 2000). According to (Sugiyono, 2010), the main data sources in qualitative research are words and actions, the rest are additional data such as documents and others. The data of this research were in the form of words and sentences. The source of the data in this research is the question in the Quora application "*Mengapa dosen atau pihak Kampus tidak melarang mahasiswa ikut demo?*". All application usernames used in this research are not included to respect and maintain participant privacy. All names of questioners and answerers will use a code, questioners in this research use the Q code (question) and the answer uses code A1 (answer), and the number after that continues based on when the answer date is. The data for this research was collected from the eighth of April 2022 to the fifteenth of March 2023.

In this research, the main instrument is the researcher as a key instrument that carries out analytical activities using analytical indicators or analysis guidelines. Researcher have the task of planning, implementing data collection, analyzing data, and reporting the results of the analysis (Cresswell, 2009). The data collection technique is by sorting the questions to be analyzed, then compiling them. The form of the data analyzed is the question on the Quora application that has been eliminated by the researcher. The data analysis technique is done by (a) data collection, (b) data display, (c) data condensation, and (d) conclusions (Miles et al., 2014).

FINDINGS AND DISCUSSION

In presenting the results written in this study, the researcher found several types of non-observance of the maxim, but the researcher focused on the type of opting out of a maxim that occurs when the answerer in a different way shows reluctance to answer the question asked by the questioner. There are several types of Opting out of a maxim, based on the maxim of conversation: Opting out of a maxim of quantity, opting out of maxim quality, opting out of maxim of relevance, and opting out of maxim manner.

Q: "Mengapa dosen atau pihak kampus tidak melarang mahasiswa ikut demo?"

(Why didn't the lecturer or the campus prohibit students from participating in the demonstration?)

The researcher focuses on the questions above in accordance with what has been observed by previous researcher that have been described previously. Furthermore, the researcher will only examine the answers made to answer the questions above.

Opting out of the maxim.

Some speakers intentionally fail to obey the maxim because the speaker refuses to provide information. Failure to obey this maxim can occur against a background or environment that is closely related to the influence of their credentials or abilities or withholding information that is considered confidential, vulgar, or sensitive. "Opting out of maxims often occurs in people's lives for several reasons. such as law or ethics" (Thomas, 2013). Opting out of maxims happened when speakers deliberately do not want to cooperate, try to avoid giving unreasonably unexpected answers or contributions so as not to fulfill the required maxim, but try to appear cooperative.

1. Opting out of the maxim quantity.

Opting out of the maxim quantity occurs when the speaker deliberately does not avoid giving answers or contributions that are not expected, not informative, lacking or excessive in an unreasonable manner so as not to fulfill the requested maxims, but tries to give a response.

- a. If answered indicates unwillingness to answer the question directly.
- b. If the answering contribution is not informative in such a way as to decline in a subtle way.
- c. If the respondent clearly refuses or does not provide any information at all.

A15: *Mungkin karena bisa buat kita nya lebih aware sama isu di sekitar kita, karna kan katanya kalau bukan kita siapa lagi masa depan bangsa. Tapi sebenarnya banyak sih sebenarnya pihak kampus yang melarang hehe.*

A15: (Maybe because it can make us more aware of the issues around us, because they say that if not us, then who will be the future of the nation. But in fact, there are actually many campuses who forbid it hehe.)

The second sentence A15 is opting out of maxim quantity because it adds unnecessary and not needed information without providing details of what is meant, campus prohibiting it cannot be related to the context of information from the previous

answer A15, and A15 adds the expression hehehe which is an ambiguous expression between A15 tries to make a joke or satire.

2. Opting out of maxim quality.

Opting out of the maxim quality occurs when the speaker deliberately avoids giving an answer that can be proven true, denying by stating what is believed in an unreasonable or abnormal way so as not to fulfill the required maxim but trying to give a response.

- a. If the answerer lies or states something they believe.
- b. If denying something.
- c. If the answerer makes a simplification or generalization of claims, subjectivity that is not accompanied by supporting evidence that can support its validity.

A3: *“Dosen atau pihak kampus yang mana dulu he he he*

Kalau di PTN, sudah cukup terjelaskan oleh jawaban-jawaban lain yang mengandung kata Tri Dharma. Sebelum saya jawab ini, saya udah upvote-in satu-satu jawaban yang menjelaskan tentang Tri Dharma 😊☐

Ospek kampus saya dulu (negeri) >90% isinya tentang penanaman Tri Dharma, yang salah satu--tetapi bukan satu-satunya--adalah tentang cara melakukan 'aksi' yang baik dan benar 😊

Yang melarang itu kalau PTK. PTS ada yang melarang ada yang enggak, namanya juga swasta jadi kebijakannya ya suka-suka yang punya aja”

A3: ("Which lecturer or campus he he he

In PTN, it has been explained by other answers that contain the word Tri Dharma.

Before I answer this, I have upvote-in one answer that explains about Tri Dharma 😊☐

Ospek of my previous campus (public) was >90% about cultivating Tri Dharma, one of which - but not the only one - is how to do a good and right 'action' 😊

Who forbids it if PTK. Some PTS prohibit some don't, cause its private so the policy is just like the one who owns it.")

A3's second sentence is a form of opting out of maxim quality, A3 in the sentence explains that assuming the answer asked by the questioner has already been answered by another respondent, A3 does not try to answer the questioner's question in this sentence, A3 believes that the questioner or reader already understands the answer from the other questioners.

3. Opting out of maxim relevance.

Opting out of maxim relevance refuses to cooperate by providing information that is not related to what is requested, but still tries to be cooperative in an abnormal way.

- a. The answerer avoids direct answers by providing irrelevant information.

A3: *Kalau di PTN, sudah cukup terjelaskan oleh jawaban-jawaban lain yang mengandung kata Tri Dharma. Sebelum saya jawab ini, saya udah upvote-in satu-satu jawaban yang menjelaskan tentang Tri Dharma 😊☐*

A3: (In PTN, it has been explained by other answers that contain the word Tri Dharma. Before I answer this, I have upvote-in one answer that explains about Tri Dharma 😊☐)

A3's third sentence tells that before he answered the questioner's question A3 do upvote which is an activity of supporting or appreciating the answers of Quora users who explain about Tri Dharma, and it ended with a smile emoticon which is a form of expression of satisfaction or happiness, A3's third sentence is categorized as Opting out the maxim of relevance because there is no relationship about the activity told by A3 with the questioner's question, the questioner never asked about the contribution that A3 explained in his sentence.

4. Opting out of maxim manner.

Opting out of the maxim manner is when the speech partner tries to avoid the answer or contribution requested by providing ambiguity, unclarity of expression, irregularity, and vagueness of meaning, but the speech partner tries to be cooperative.

- a. The answerer gives the impression of ambiguity, obscurity of expression, and disorganization with the aim of avoiding the question.

A17: *yok ndak tau kok tanya saya?*

A17: (don't know, why ask me?)

A17's sentence blatantly does not want to participate in contributing anything to the questioner's question, A17's sentence states that he does not know the topic that the questioner wants to ask, then A17 asks the questioner and the reader the answer why the questioner asked him. A17's way of avoiding direct answers with ambiguous and unclear answers is categorized as opting out of the maxim manner.

Table 1.1 Total frequencies of opting out of the maxim by Quora users.

Types of opting out of the maxim	Frequency	Percentage
Quantity	2	22%
Quality	2	22%
Relevance	2	22%
Manner	3	33%
Total	5	100%

From the 17 questions used as the main data in this research, there are 5 forms of opting out of maxim, consisting of 1 opting out of the maxim, quantity, 1 opting out of maxim quality, 1 opting out of maxim relevance, 1 opting out of maxim manner. There is 1 answer that contains more than 1 type of opting out of maxim, such as answer A13 which actually has 3 types of opting out of maxim, namely opting out of maxim manner, opting out of maxim quality, and opting out of maxim relevance.

CONCLUSION

In this study, the researcher previously investigated the types of maxims from Grice's cooperation principle theory, in this principle speakers and speech partners can obey and disobey the maxims of the cooperation principle. There are 17 answers and 52 sentences that have been examined by the researcher before reaching a conclusion. In determining the object of research, researcher observed various types of conversation-based applications, especially questions, and answers. Quora itself is a part of Web 2.0 resulting from the development of human technology which according to the researcher this application is very useful because it becomes a place for the community to be able to share information. in addition, many experts who have credentials and credibility, as well as integrity in their fields contribute their knowledge to help the community with the answers they write. this is also what motivates researcher to make Quora the object of research so that later its users can know the principles of cooperation so that all utterances become discursive or scientific if asked appropriately. This study proves that there are answers that contain more than one type of non-compliance with maxims. This makes it a challenge for the researcher to help review the contextual intent behind the utterance based on the help of narrative connectivity built in one utterance in one full sentence from the answerer. the researcher also displays answers that do not comply with maxims in accordance with the research title and objectives of this study. In this study, to respect and maintain the privacy of the users, the researcher created a simple code that can

mark the utterances in the answers. There is also a shortcoming in the researcher that the answers written are far apart from other answers or when the question is loaded. And also the concentration of Quora user interaction for certain questions is not balanced, most of the interaction of Indonesian Quora users is in non-discursive topics, the researcher hopes that this phenomenon can be discussed in other studies.

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