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The Analysis of Maxim Violation in Generation Z Conversation on WhatsApp

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Abstract

A good conversation is a conversation that has rules. Pragmatics is a branch of science that studies the rules of conversation. These conversational rules are commonly known as maxims. This research aims to know the types of maxims violated by Generation Z when having conversations on WhatsApp. The objective of this research is to identify the types of maxims that are usually violated by Generation Z on WhatsApp. Based on Grace's theory, there are four types of conversational rules, including the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner. This study used qualitative research methods. The subjects of this research were five students from English education department class of 2020 c who belonged to Generation Z. Document analysis and content analysis were used as data collection techniques. Data analysis includes three stages, namely condensation, data presentation, and drawing conclusions. The research results show that the majority of Generation Z violates the maxims with the highest frequency being the maxim of relation with a percentage 33%. This is in line with the characteristics of Generation Z who want something fast-paced, especially in WhatsApp conversations. Based on these results, it can be concluded that the majority of Generation Z does not apply knowledge about maxims in daily conversations, especially on WhatsApp.

Abstrak

Percakapan yang baik adalah percakapan yang mempunyai aturan. Pragmatik merupakan salah satu cabang ilmu yang mempelajari kaidah-kaidah percakapan. Aturan percakapan ini umumnya dikenal sebagai maksim. Penelitian ini bertujuan untuk mengetahui jenis-jenis maksim yang dilanggar oleh Generasi Z ketika melakukan percakapan di WhatsApp. Tujuan dari penelitian ini adalah untuk mengidentifikasi jenis-jenis maksim yang biasa dilanggar oleh Generasi Z di WhatsApp. Berdasarkan teori Grace, terdapat empat jenis kaidah percakapan, antara lain maksim kuantitas, maksim kualitas, maksim hubungan, dan maksim cara. Penelitian ini menggunakan metode penelitian kualitatif. Subjek penelitian ini adalah lima mahasiswa jurusan pendidikan bahasa Inggris angkatan 2020 c yang termasuk dalam Generasi Z. Analisis dokumen dan analisis isi digunakan sebagai teknik pengumpulan data. Analisis data meliputi tiga tahap yaitu kondensasi, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Generasi Z mayoritas melakukan pelanggaran maksim dengan frekuensi tertinggi adalah maksim hubungan dengan persentase 33%. Hal ini sejalan dengan karakteristik Generasi Z yang menginginkan sesuatu yang serba cepat terutama dalam percakapan WhatsApp. Berdasarkan hasil tersebut dapat disimpulkan bahwa mayoritas Generasi Z belum menerapkan pengetahuan tentang maksim dalam percakapan sehari-hari khususnya di WhatsApp.

Keywords: Maxim Violation; Generation Z; WhatsApp

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1. Introduction

Conversation is a language activity that involves speakers and interlocutor to share information with each other. A conversation can be said to be successful if the speaker and the interlocutor interact with each other. This interaction process can take place if the speaker and the interlocutor understand the meaning of the utterance spoken (Lesmana & Kharismadewi, 2022). Based on this, it is known that the context and purpose of a conversation influence the effectiveness of a conversation.

Effective conversations are not only judged based on the information contained in the conversation but also the interpretation of information during the conversation. Interpretation can be done if the interlocutor has the knowledge to understand the context of the speech (Winalda & Indah, 2023). An effective way that can be used is to apply conversation rules. The science that governs conversation is pragmatics. In pragmatics there are conversational rules which are usually called maxims. According to Dewi & Ariyaningsih (2023) maxims are conversational rules that emphasize the speaker's context and topic to prevent misunderstandings in conversation. Based on this, the use of maxims in conversation greatly influences the quality of the conversation.

Based on Grace's (1975) theory regarding the cooperative principle maxims quoted in (Waloyo et al., 2023) the cooperative principle is a conversation rule that emphasizes contributions according to needed to achieve common goals. Based on this, Grace (1975) divides conversational rules into four types, namely the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner. It is hoped that these four rules will be able to make conversations effective and easy to understand by the parties conducting the conversation.

Non-compliance with maxims is usually referred to as maxim violation. Maxim violations are actions in the form of non-compliance with maxims which are usually influenced by certain factors (Hermawati et al., 2021). The biggest factor in maxim violating is the use of implicatures in conversation. This often makes the ongoing conversation complicated, ambiguous, and often the information in the conversation is not conveyed well.

In fact, in everyday conversations, many Generation Z ignores the rules of conversation. Generation Z is a generation born between 1995 – 2012 and develops along with advances in technology (Hastini et al., 2020). These technological advances mean that Generation Z can carry out long-distance conversations, for example having written conversations via WhatsApp.

According to Hastini et al. (2020) the majority of Generation Z is currently receiving higher education. Based on this, Generation Z, who has experienced college level should know about the rules of conversation, especially language students. The reality is that the opposite is true, the majority of Generation Z ignores or doesn't even know that there are conversation rules. In fact, almost every day Generation Z has conversations with friends, lecturers and family in written conversations on WhatsApp. It is not uncommon for misunderstandings to occur in these conversation. The biggest factor is that the language used is not understood by either the speaker or the interlocutor. This is because the language used is uninformative, inconsistent with facts, irrelevant or ambiguous. Based on this, the aims of this research are (1) to show the types of maxim violations in Generation Z conversations on WhatsApp, and ;(2) to know the types of maxim violations that are dominantly committed by Generation Z when having conversations on WhatsApp.

Based on pragmatic studies, researcher analyzed conversations carried out by Generation Z, namely students of the English education department class of 2020 c, using WhatsApp. Based on the results of this research, the researcher hopes that this research can have an impact on society, namely increasing insight, especially for Generation Z, regarding maxim violations that occur in daily conversations on WhatsApp. Apart from that, it is hoped that this research can contribute knowledge for further research regarding various types of maxim violations committed by Generation Z on WhatsApp. Based on background of the study researchers formulated two research question, including: What the types of maxim violations in Generation Z conversations on WhatsApp and What maxim violations most dominant in Generation Z conversations on WhatsApp are.

2. Review of Literature

2.1. Concept of Pragmatics

Pragmatics is a science that studies the relationship between speech and context in a conversation. In this case, speech is defined as the language used in conversation, while context is the background understanding of the speaker and the interlocutor. According to Bala (2022) pragmatics is a science that studies the meaning of a speaker's utterances and the interpretation of the interlocutor. The presence of context in the conversation is expected to help speakers and interlocutor to interpret the meaning of an utterance (Nurhidayah, 2023). Based on this, it's known that the role of context is very important in conversation.

Pragmatics analyzes the role of language which does not emphasize phonetics or grammar but rather the intent and purpose of the speaker (Baan, 2023). In this case, pragmatics looks at language from its external elements, namely the explicit meaning of an utterance. One way to facilitate explicit understanding, then requires context. The context here functions to build the function of cooperation and politeness so that the goals of effective conversation can be achieved.

2.2. Maxim Cooperative Principles

In a conversation, misunderstandings often occur. This is due to errors in interpretation from both the speaker and the interlocutor. According to Perado (2023) misunderstandings are caused by the use of implicatures in conversation. One way to anticipate these misunderstandings requires rules of conversation. This conversational rules is needed to maintain the context in order to create an effective conversation.

In pragmatics, conversational rules are usually called maxims. The maxim that regulates how to carry out daily conversations is the cooperative principle maxim. Based on Grace's theory (1975) quoted from Revita et al. (2021) the cooperative principle maxims are divided into four types, namely 1) maxim of quantity, 2) maxim of quality, 3) maxim of relation and, 4) maxim of manner. Continue explaining each maxim as follows:

2.2.1 Maxim of Quantity

The maxim of quantity is a maxim that emphasizes that information must be sufficient. According to Khusna et al. (2021) this maxim emphasizes that the information provided must be informative according to its purpose. Based on this, it is known that in a conversation, the information provided must be appropriate to the portion, and there is no shortage or excess of information.

2.2.2 Maxim of Quality

The maxim of quality is a maxim that regulates the truth of the information conveyed. Based on Izar et al. (2021) the maxim of quality emphasizes the truth of information supported by clear data. This maxim expects both the speaker and the interlocutor to be able

to express information in accordance with the facts in the field. Even if necessary, the information submitted must have evidence so that its truth can be confirmed.

2.2.3 Maxim of Relation

The maxim of relation is a maxim that states that the context in a conversation must be interconnected. The information conveyed must be relevant to the context being discussed (Pramelia & Mulatsih, 2021). Based on this, it is known that continuity between the speaker and the interlocutor is very important so that the subject matter discussed does not deviate from each other.

2.2.4 Maxim of Manner

The maxim of manner is a maxim that regulates the flow of information in a conversation. Based on Hutahaean et al. (2020) The maxim of manner emphasizes that the contribution of speakers and interlocutor in a conversation must be brief, clear and orderly. This is to anticipate misunderstandings when having a conversation.

2.2.5 Maxim Violation

Maxim violation is a form of violation that is committed by ignoring the rules of maxims. Maxim violation can occur if speakers deliberately do not comply with maxims because the speakers want to achieve other goals (Widiasih et al., 2022). This is usually called implicature. Implicature is a statement that has a hidden or implied meaning. Commonly use implicatures are those that are embedded in everyday life. The use of implicatures in conversation is usually due to certain intentions or goals desired by the speaker without the knowledge of the interlocutor. Therefore, interpretation of the context of the speech is needed so that it can be understood (Suarjaya & Warmadewi, 2022). The use of implicatures will result in maxim violation because there is no understanding between the speaker and the interlocutor. This is because the interests of one party are not understood by the other party, resulting in misunderstandings in the conversation.

2.3. WhatsApp

WhatsApp is one of the most popular applications used as a conversation medium. According to Hartatik & Lestari (2021) WhatsApp is a conversation application that has short message, video and audio calling features. The advantages of this feature make WhatsApp one of the most popular written conversation applications. Currently the WhatsApp application is considered as a barometer of technological development (Wenerda & Wiwin Widayanti, 2021). This is characterized by the ease of having long-distance conversations without being hindered by time and space.

2.4. Generation Z

Generation Z is a generation that was born and coexists with technological developments (Suteja, 2020). Generation Z considers this to be advantage and must be utilized well. One of advantages of technological developments is the ease of having long-distance conversations using social media, for example WhatsApp. Based on this, it can be said that Generation Z and technology, especially smartphones, are an inseparable combination.

Generation Z is considered the generation born between 1995 - 2012. Based on this, the majority of Generation Z are currently at university level. In this age range, Generation Z is a generation that is considered independent and capable of making decisions. However, in reality, currently Generation Z is considered a weak generation and wants something that is instant. This is a result of the ease and speed of digital media information.

2.5. Previous Study

This research is motivated by two previous studies, namely research by Rahayu et al. (2022) entitled violation of cooperation principle in the discourse of student WhatsApp groups at Vocational High School Pika Semarang. This research explains the violation of the cooperative principle maxims committed by students at Vocational High School Pika Semarang when having conversations in the WhatsApp group. Next research, Putri & Winarta (2021) conducted a research entitled the violation maxim of students in faculty of foreign language, Mahasaraswati Denpasar University. The results stated that both lecturers and students violated maxims during the learning process. There are several ambiguous statements that cause misunderstandings. The results show that many students violate the maxims, especially the maxim of quantity.

The difference between this research and the first research lies in the focus and locus. This research uses Generation Z as a focus and WhatsApp as a locus. This is different from the first research which used as WhatsApp group for students as a focus and locus at Vocational High School Pika Semarang. Apart from that, the difference between this research and second research lies in the research locus. This research uses a WhatsApp as a locus and second research uses Mahasaraswati University Denpasar as a locus. Furthermore, the difference is that this research uses a written form of maxim violation while the second research uses an oral form of maxim violation.

The similarity between this research, first research and second research lies in the scientific field used. The scientific field used is the cooperative principle maxims. Furthermore, the similarity between this research and the first research was using a written form of maxim violation. The results of this research inspired the researchers to research the same topic, namely the cooperative principle maxims. Researchers are interested in analyzing maxim violations committed by Generation Z when conducting written conversations via WhatsApp

3. Methods

This research used a qualitative descriptive research method as the research design. Qualitative research is research that emphasizes in-depth analysis and is based on facts in the field from various events (Kaharuddin, 2021). This research aims to know the types of maxim violations committed by Generation Z, namely students majoring in English education department in 2020 c when having conversations via WhatsApp. The Respondents chosen in this research were Generation Z, represented by five English education department students from STKIP PGRI Sidoarjo class of 2020 c. This is because the majority of Generation Z is currently in college. The data source in this research is the student's WhatsApp conversation history and the data used is the student's conversation history on WhatsApp which contains elements of maxim violations.

Data collection carried out in this research was content analysis and document analysis. In the first stage, the researcher reads the WhatsApp conversation history of each respondent. Second, researcher takes note words, phrases, and sentences that included maxim violations. Third, create indicators of speech that violate maxims. Fourth, the content analysis process where researcher classify words, phrases, and sentences into various types of maxim violations. In the classification process, researcher used different highlighters for each type of maxim violation. To strengthen research evidence, researcher requested documents in the form of screenshots of student conversations that contained maxim violations.

To analyze the data, researcher used Miles Huberman's theory which divides data analysis into three stages, namely condensation, data presentation, and drawing conclusions. The condensation stage is the data naming stage in the form of classifying the types of maxim violation. Researchers use code to facilitate understanding. Followed by the data presentation, namely data that has gone through the condensation stage is presented in tabular form to make it easier for readers to understand. The last one is drawing conclusion, based on the table that the researcher has made, the researcher draws conclusions from the research results. Following is a table of maxim violation indicators:

Table 1. Maxim Violation Indicator

| No | Types of Maxim Violation | Indicator |
|----|--------------------------|----------------------------|
| 1 | Maxim of Quantity | More Information |
| | | Lack of Information |
| 2 | Maxim of Quality | Doesn't match the facts |
| | | Not having enough evidence |
| 3 | Maxim of Relation | Not relevant to the topic |
| 4 | Maxim of Manner | Ambiguous |
| | | Long-winded |
| | | Unclear |

4. Findings and Discussion

4.1 Findings

Based on Grace's theory (1975), researcher analyzed the forms of maxim violations based on four types of maxims, namely 1) maxim of quantity, 2) maxim of quality, 3) maxim of relation, and 4) maxim of manner. In connection with this, the following table presents an analysis of maxim violations committed by Generation Z:

Table 2. Analysis of Maxim Violation

| No | Types of Maxim Violation | Frequency | Percentage |
|--------------|--------------------------|-----------|------------|
| 1 | Maxim of Quantity | 2 | 17% |
| 2 | Maxim of Quality | 3 | 25% |
| 3 | Maxim of Relation | 4 | 33% |
| 4 | Maxim of Manner | 3 | 25% |
| Total Amount | | 12 | 100% |

Researcher found the types of maxim violations committed by respondents in detail, namely the maxim of quantity with a frequency of 2 times and a percentage of 17%. The second is the maxim of quality with a frequency of 3 times and a percentage of 25%, then the maxim of relation with a frequency of 4 times and a percentage of 33% and the last is the maxim of manner with frequency of 3 times with a percentage of 25%. The total frequency of maxim violations committed by Generation Z on WhatsApp was 12 times with a percentage of 100%. All types of maxim violations committed by generation z are due to generation z's lack of knowledge regarding the existence of conversational rules, namely maxims.

To facilitate understanding, researcher use the code (R/1) to describe the forms of violations committed by Respondent 1 and so on. The following table details of the maxim violations committed by each respondent:

Table 3. Details of Maxim Violations for Each Respondent

| Respondents | Types of Maxim | | | |
|--------------|-------------------|-------------------|-------------------|-----------------|
| | Maxim of Quantity | Maksim of Quality | Maxim of Relation | Maxim of Manner |
| Respondent 1 | | ✓ | ✓ | ✓ |
| Respondent 2 | ✓ | ✓ | | ✓ |
| Respondent 3 | | | ✓ | |
| Respondent 4 | ✓ | ✓ | ✓ | ✓ |
| Respondent 5 | | | ✓ | |

Based on table 3, it shows the types of maxim violations committed by each respondent, including respondent 1 committing three types of maxim violations, namely the maxim of quality, the maxim of relation and the maxim of manner. Continued by respondent 2 who violated three types of maxims, namely the maxim of quantity, the maxim of quality and the maxim of manner. Furthermore, respondent 3 only committed one type of maxim violation, namely the maxim of relation. Respondent 4 committed all types of maxim violations, namely the maxim of quantity, the maxim of quality, the maxim of relation and the maxim of manner. Lastly, respondent 5 only committed one type of maxim, namely the maxim of relation.

4.1.1 Maxim of Quantity

The maxim of quantity emphasizes that the information conveyed in a conversation cannot be more or less. The maxim of quantity is a maxim that is rarely violated by Generation Z. As the percentage in table 2 is 17%, with a frequency of 2 times. In this case, some Generation Z in sending messages did not convey enough information, an example of the maxim of quantity can be seen in the following code:

Conversational context : The speaker wants to start a conversation with the interlocutor

(R/2) A : *Beb*
May

The Conversation with the code (R/2) is a violation of the maxim of quantity. This is because speaker A did not provide enough information as explained in the indicators in table 1. As a result, the conversation that took place was ineffective. The conversation shows that speaker A tried to start a conversation with the interlocutor by calling the name. However, in this conversation, speaker A did not provide information regarding the aims and objectives of contacting the interlocutor. This of course makes the interlocutor wonder about the speaker's intentions and goals. Another example of the maxim of quantity is shown by code:

Conversational context : The speaker wants to start a conversation with the interlocutor

(R/4) A : *Ika*

Conversation with code (R/4) violates the maxim of quantity. The reason is because speaker A's speech lacks information according to table 1 which explains the indicators of maxim violations. As a result, the conversation that took place became ineffective. This is proven by the speaker's speech who only mentions names without explaining the meaning of the conversation.

4.1.2 Maxim of Quality

The maxim of quality emphasizes the rule that in a conversation the information conveyed must be in accordance with the facts in the field and sometimes even has to be proven. This can be seen in table 2 which states that the percentage of Generation Z who violates the maxim of quality is 25% with a frequency of 3 times. Examples of violations of the maxim of quality are as follows:

Conversational context : Speaker A asks speaker B about the field trip observation assignment

(R/2) A : *Oh I see, there are 3 tasks, one is interviewing foreigners, making an article and making a video*

**B : *Why is there so little assignment!
That I'm too lazy to do it?***

Conversation with code (R/2) violates the maxim of quality. Based on table 1, the sentences expressed by Speaker B does not match the facts. Speaker A said there were three field trip observation tasks, then speaker B answered there were only a few tasks. Actually, this task is quite a lot of work because there is more than one. Then added with a statement stating that speaker B was lazy about doing the tasks. Isn't it true that if speaker B thinks the task is only a few, speaker B will immediately do it instead of being lazy. On the other hand, violations of the maxim of quality are also indicated by the code:

Conversational context : Speaker A asks about speaker B's condition, who seems to be having a lot of problems

(R/4) A : *But why you look strange today?*

**B : *I'm okay
Just little stressed***

Conversation (R/4) is included in conversations that violate the maxim of quality. As with the indicators in Table 1, Speaker B's speech does not match the facts. Speaker B said that Speaker B was in good condition, but the continuation of the sentence said that Speaker B was a little stressed. This certainly makes speaker A a little confused. The reason is that the statements in the first and second sentences are contradictory and not in accordance with the fact. Even though if speaker B feel stressed then the condition will not be fine. In addition, there are violations of the maxim of quality in conversation:

Conversational context : Speaker A tries to lighten the mood by making a joke to speaker B

(R/1) A : *Do you human or not?*

B : *I'm alien*

Conversation in code (R/1) is a violation of the maxim of quality. As with the indicators explained in Table 1, the speech does not match the facts. The situation in the conversation speakers A and B are arguing. In this argument it seems that speaker A is

annoyed and asks whether speaker B is human or not. Speaker B in order to lighten the mood, tries to make joke by saying that Speaker B is alien. Even though the intent and purpose of the implicature is to make the conversation atmosphere better, the utterance still makes the conversation ineffective.

4.1.3 Maxim of Relation

The maxim of relation is a conversational rule that focuses on the relationship of context in a conversation. The topic presented during the conversation should not change because it could cause misunderstandings. The maxim of relation is the maxim that is most dominantly violated by Generation Z. This is proven in table 2 which states that as many as 33% with a frequency of 4 times of Generation Z violated the maxim of relation. The following are several evidence of violation of the maxim of relation is the code:

Conversational context : Speaker A asks what activity speaker B is currently doing

(R/1) A : *Still eating?*

B : *Don't call me for today okey, next time*

Conversation (R/1) includes conversations that violate the maxim of relation. Based on the maxim violation indicators listed in Table 1, the context of the remarks in the conversation is not relevant. This is because speaker A's question asked whether speaker B was still eating. Speaker B should just say "has eaten or is still eating". Instead, speaker B said that speaker A should not contact speaker B first. On the other hand, violations of maxim relation are also indicated in coded conversations:

Conversational context : Speaker A tells speaker B that speaker A is lazy about doing assignments

(R/3) A : *Why is so there little assignments!*

That I'm too lazy to do it?

B : *Yeah I am too, btw, how are your legs doing? Are they getting better?*

Conversation (R/3) contains a violation of the maxim of relation. As explained in table 1, this conversation has an irrelevant topic. The reason is, speaker B immediately changed the topic of conversation which was completely opposite to the first topic. In the first topic, speaker A discussed the field trip observation assignment, but speaker B's answer was not only about the assignment but also asked about the condition of speaker B's feet. Apart from that, there was also a conversation:

Conversational context : Speaker A asks Speaker B's purpose in sending the message

(R/5) A : *What happen? You don't usually chat with me*

B : *Do U Miss me???*

In conversation (R/5) is a violation of the maxim of relation. In line with the maxim violation indicators in Table 1, the context of the conversation is not connected. This is because speaker A asked if speaker B suddenly sent a message via WhatsApp. Speaker B should just answer what the purpose is instead of asking Speaker A back whether Speaker A misses Speaker B. The context in this conversation is unrelated, apart from that, Speaker A's question was not answered, instead Speaker B asked back.

Conversational context : Speaker A asks whether speaker B misses speaker A

(R/4) A : *Do U Miss me???*
B : *haa? are you healthy*

In conversation (R/4) indicates a violation of the maxim of relation. As with the maxim violation indicators in Table 2, the utterances conveyed in this conversation are unrelated. Speaker A asks whether speaker B misses speaker A. The answer that speaker B should give is simply to say whether speaker B misses or not. However, speaker B instead asked again whether speaker A was in good health. The topics of longing and health are of course very contradictory and have nothing to do with each other.

4.1.4 Maxim of Manner

The maxim of manner is a rule that regulates that in a conversation there should be no ambiguous or long-winded words so that there is no misunderstanding in the conversation. In fact, in Generation Z conversations, this adage is quite often violated. This is proven in table 2 which states that the percentage of Generation Z who violate the maxim of manner is 25% with a frequency of 3 times. One form of conversation that violates the maxim of manner is indicated by the code:

Conversational context : Speaker A prioritizes the iPhone over friends

(R/1) A : *IPhone more improved than friends*
B : *Not improved*
Important

Conversation (R/1) shows a violation of the maxim of manner. As is the indicator of violation of the maxim of manner in table 1. The conversation seems ambiguous due to a typo by speaker A. This word error makes the speech delivered by speaker A make no sense. This of course makes speaker B confused because the meaning of the speech is not correct. Then speaker B tries to justify the words that speaker A should have said so that the conversation can continue as it should. Apart from that, there are also conversations:

Conversational context : Speaker A wants to start a conversation with speaker B but doesn't have a topic to talk about

(R/4) A : *Kaaa*
IKaaa
Ka
IKA
B : *why yol?*
A : *It's okay*

In conversation (4/b) there is an element of violation of the maxim of manner. As with the maxim violation indicators in table 1, the utterances conveyed in this conversation are not clear. This is because, the sentence delivered by speaker A seems ambiguous. Speaker A does not indicate the situation or purpose of contacting speaker B, so speaker B feels confused. When asked by speaker B what happened, speaker A only answered that everything was fine. This certainly makes speaker A confused by the words conveyed by speaker A. Apart from that, conversations that contain maxims of manner in code:

Conversational context : Speaker A asks about the activities of the interlocutor

(R/2) A : *May*
Are you busy?

This conversation shows a violation of the maxim of manner. As the maxim violation indicator in table 1, this conversation contains convoluted speech. The speaker should simply convey the intent and purpose of starting a conversation without having to ask whether the interlocutor is busy or not. This might disturb the interlocutor's privacy.

4.2 Discussion

Based on the data obtained, it shows that there are maxim violations committed by Generation Z when carrying out written conversations via WhatsApp, especially maxim of relation. This shows that even though Generation Z has studied at universities and learned how to have effective conversations, the facts on the ground are quite the opposite. The findings of this research explain that all maxims have been violated by Generation Z when conducting written conversations on WhatsApp, including the maxim of quantity, the maxim of quality, the maxim of relation and the maxim of manner. The majority of Generation Z violates the maxim of relation. This is in accordance with Generation Z, the characteristics of Generation Z who likes everything to be fast-paced, so that even in conversations, Generation Z tries to convey various topics in a simple way without paying attention to the rules of conversation.

As explained in previous research, many Generation Z people go beyond maxims both orally and in writing. According to research conducted Rahayu et al. (2022) many students prefer to violate maxims for various purposes, for example as satire, or to fulfill the element of humor in conversation. This is simply to make the conversation atmosphere more relaxed and flexible. In contrast to research by Putri & Winarta (2021) which explains that many students commit maxim violations when having conversations in class. Students who are in fact language students but do not show their identity as language students.

The thing that needs to be underlined based on this research is the transmission of Generation Z, especially students, to represent knowledge about the rules of conversation in everyday life especially on WhatsApp. It is hoped that this research can provide material for future reflection for both lecturers and Generation Z, especially students to better understand and apply the rules of conversation, namely the cooperative principle maxim. One of them is creating a learning method that requires students to fulfill maxims in carrying out conversations both orally and in writing.

5. Conclusion

The phenomenon of misunderstanding when having a conversation is a common thing, especially if the conversation is carried out via electronic media, namely WhatsApp. Generation Z as one of the biggest users of WhatsApp apparently often still experience misunderstandings in conversations. Moreover, Generation Z especially, English students should know that there are maxims, namely rules that make conversation effective, but in fact there are still many Generation Z who do not use maxims.

Based on the explanation above, it can be concluded that the majority of Generation Z still violates the maxim when conducting written conversations via WhatsApp. It can be seen that all types of maxims are violated by Generation Z, including the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner. On the other hand, the maxim of relation is a maxim that is dominantly violated by Generation Z.

This research is only limited to maxim violations committed by Generation Z, namely English education departments students 2020 c, when carrying out written conversations via WhatsApp. Based on this, it is known that in everyday conversations there are still many violations of maxims. With these results, it seems that direction is needed for Generation Z especially, students to know and apply maxims in order to create effective conversation..

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