

AN ANALYSIS OF FLOUTING MAXIM IN ISLAM MAKACHEV'S PRE-FIGHT AND POST FIGHT PRESS CONFERENCES UFC 302

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ABSTRACT

Language is the most important element in human life. Language helps us to understand the world around us. Good communication must be applied so that miscommunication does not occur. The objectives of this study are to find out types of flouting maxims that are used in Islam Makachev's press conference and to find out the most flouting maxim that occur in the press conference. This study used qualitative method to find data in Islam Makachev's press conference UFC 302. This study found 22 data which consist of all 4 of the flouting maxims there are: Flouting Maxim of Quantity (9 data), Flouting Maxim of Quality (5 data), Flouting Maxim of Relation (6 data) and Flouting Maxim of Manner (2 data). Based on the data in this study, the most shown flouting maxim in Islam Makachev's press conference is Flouting Maxim of Quantity with 9 data

Keywords : *Flouting Maxim, Islam Makachev, Press Conference*

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INTRODUCTION

Language is the most important element in human life. Understanding language allows us to interact with others. In interacting, we use language as a tool to convey thoughts, feelings, and information. Language helps us to understand the world around us and allows us to share experiences and knowledge. In interacting with others, good communication must be applied so that miscommunication does not occur. Effective communication involves more than just saying words, it also requires a good understanding of body language, tone of voice, and social context.

This is where pragmatics, a branch of linguistics plays an important role, as it focuses on how context influences the interpretation of meaning in communication. Implicature refers to the meanings or hints that go beyond the literal words used in a conversation. Instead of focusing on what is directly said, implicature looks at what is suggested or implied.

With practicing a good communication, it enables us to understand other messages in the same way, which is crucial for building strong and respectful relationships. Grice (1975) proposed guidelines known as the maxims from his cooperative principle, which help us communicate clearly and effectively. These guidelines are crucial for ensuring that our interactions are both meaningful and respectful. Flouting maxim can occur in various contexts, including a UFC press conference, where fighters and promoters often engage in exaggerated or misleading statements to build hype and attract attention.

This strategic communication can enhance the drama and to promote the event, even though it may lead to misunderstandings or distort the truth. Flouting maxims can take place in various contexts, from casual conversations even in a press conference. A press conference is an event where a speaker, such as a company executive, government official, celebrity, or even a UFC fighter communicates important information to the media, answers reporter questions, and provides updates, ensuring accurate and transparent dissemination to the public.

This study focusses on finding flouting maxim that occur in Islam Makachev's press conferences UFC 302. Many people waited for the press conference of UFC 302 because tough fighters are participated in this competition, such as Islam Makachev, he is one of the great fighters and is always anticipated because of his excellent in UFC career. with a record of 26 wins, 1 loss and 0 draws, he is often dubbed the undisputed because of his record. The writer used Grice theory about flouting maxim. Based on the explanation above, the writer interested to conduct a study about flouting maxim in Islam Makachev's press conference in UFC 302.

Flouting Maxim Theory

In everyday life, speakers often did not obey the maxims in a daily conversation. Grice (1975) stated that when the speakers intentionally do not follow the maxims for communicative purpose, and to imply something in the conversation. Meanwhile, Thomas (1995) stated that the speakers do not have any intention of misleading the information but wants the listener to look the implied meaning behind the conversation. It can be concluded that flouting maxim frequently present because the speaker expect the listener to infer the implied meanings. According to Grice (1975) stated that flouting maxim divided into 4 types, there are flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner. Below are the examples of each flouting maxim;

1. Flouting Maxim of Quantity

Grice (1975) stated that in the maxim of quantity, the speakers should provide an appropriate amount of information, not less or more as it required to ensure effective communication.

Example:

Mr. Murdock : I advise a lawyer

Happy : I need a lawyer because Im...? I thought he was... You said there's no charge. I could say under advisement of counsel, I refuse to answer the question respectfully because the answer can incriminate me... It's in Goodfellas. What's the thing they say in Goodfellas?

2. Flouting Maxim of Quality

According to Grice (1975), in the Maxim of Quality, the speakers should be truthful by not providing information that is false or unsupported by evidence, ensuring the reliability and honesty of the communication.

Example:

May : What Happened?

Peter : Nothing happened. You're okay, you're okay.

3. Flouting Maxim of Relation

In the Maxim of Relation, Grice (1975) stated that speakers should make their contributions relevant to the conversation, to make sure that everything said is related to the topic.

Example:

A: Well, how do I look?

B: Your shoes are nice...

4. Flouting Maxim of Manner

Grice (1975) stated about the maxim of manner when the speakers should be clear and orderly in their communication, avoiding ambiguity and obscurity, and to ensure that the message is understood by the listeners.

Example:

May : is that...?

Happy : Is that here?

Peter : Um...

METHOD

This study used a qualitative method because the data of this study is a text of a utterances in a press conference. According to Cresswell (1994), qualitative study is a method for understanding human and social issue using language as a detailed comprehensive description. On the other hand, Anderson (2006) states that qualitative study involves observation of people actions and verbal expression as the data. From the statement above, it can be concluded that qualitative study involves understanding human and social issues by providing detailed descriptions using language and observing people's actions and verbal expressions. The data source is taken from Islam Makachev's Press Conference UFC 302. All of the press conferences are provided by Official UFC Youtube channel (<https://www.youtube.com/@ufc>). The writer only focuses on analyzing the conversation that has a flouted maxim in it.

The writer used press conference that has an interaction between Islam Makachev's and the media or journalists in UFC 302 as a data. Documentation methods are applied to help the writer collecting the data from the press conferences. As stated by Ali (2018), documentation method is a method that involves a certain stage such as; identification, classification, and categorization. Based on the explanation above, the steps or stages of collecting the data would be like below:

1. Watching Islam Makachev's press conference in UFC 302 for several times.
2. Transcribing the Islam Makachev's press conference dialogue which consist flouting maxims.
3. Taking notes the utterances that showed the aspects of flouting maxims into the blank paper.

The writer used the technique of analyzing the data are as follows:

1. Classifying the data based on the categorize of flouting maxims.
2. Categorizing the flouting maxims into a table.
3. Analyzing the data based on the theory of cooperative principle by Grice (1975).
4. Drawing conclusions based on the data that has been found.

RESULTS AND DISCUSSION

The writer used Grice (1975) theory of cooperative principles in this study to analyze Islam Makachev's pre-fight and post-fight press conference UFC 302. According to Grice (1975), there are 4 types of flouting maxim namely; flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner.

The writer found 22 data in Islam Makachev's pre-fight and post-fight press conference UFC 302. The writer found all 4 kinds of flouting maxims in this study. The most shown flouting maxims is flouting maxim of quantity with 9 data, followed by flouting maxim of quality with 5 data, and then flouting maxim of relation with 6 data, and lastly flouting maxim of manner with only 2 data. Below are the total of the data.

NO	Types	Data	SCORE
1	Flouting Maxim of Quantity	9	40.91%
2	Flouting Maxim of Quality	5	22.73%
3	Flouting Maxim of Relation	6	27.27%
4	Flouting Maxim of Manner	2	9.09%
Total		22	100%

Flouting Maxim of Quantity

In this study, Islam Makachev can be identified doing flouting maxim of quantity when he answers the question that he provides less or more information than needed. That is in line with Grice (1975) which stated flouting maxim of quantity happen the speaker did not provides an appropriate amount of information. This study founded 9 flouting maxims of quantity. Below are the examples of the data.

Data 1

Pre-fight press conference 12:49-13:09

Reporter : And what about you Islam what would be your perfect way to defend this title and beat Dustin Poirier?

Islam Makachev : Hey, how he won knock him out or he last month he talking about finish his career. **Like, how he wants to beat me if he focusses to finish his career? I feel bad about him.**

Analysis: The dialogue in datum 4 is an example of flouting maxim of quantity because when Islam asked by the reporter about how he defend his title as lightweight champions and how to beat Dustin Poirier. Islam answer the question by making this statement "Hey, how he won knock him out or he last month he talking about finish his career." In this interview Islam added more information by saying how can Dustin beat him if Dustin focusses on his career not about the title that Islam has, and also Islam said "I feel bad about him". Flouting maxim of quantity occur when Islam added more information to the reporter that the reporter does not ask in this interview. This example of flouting maxim of quantity in line with the statement from Grice (1975) which stated that flouting maxim of quantity occur when the speaker did not provides an appropriate amount of information.

Flouting Maxim of Quality

In this study, Islam Makachev can be identified doing flouting maxim of quality when he answers the question that stated something false or not be truthful. That is in line with Grice (1975) which stated flouting maxim of quality happen when the speakers providing an information that is false or unsupported by evidence. This study founded 5 flouting maxims of quality. Below are 2 examples of the data.

Data 2

Pre-fight press conference 0:03-0:54

Reporter : Islam, congratulations for 14th straight win, third straight title defense, you finished it in the last round. How did the fight go compared to the game plan and what you were expecting to do?

Islam Makachev : Honestly, very good fight, but I don't like when you have the cut, everything is pain now, tomorrow I think it's going to be more pain, **but Dustin is a dog** you know. He will bite, kick, punch. Happy to finish him, but this guy is still one of the best in the world.

Analysis: The dialogue in datum 9 is an example of flouting maxim of quality because when Islam asked by the reporter about how the fight went and what were Islam expecting to do. Islam answer the question by saying that "Dustin is a dog". Clearly, Dustin is not a dog, but a human being. Islam referring Dustin as a dog because in the fights, Dustin does whatever it takes to win, he will bite, kick, and punch. This is in line with Grice (1975) statement which stated that flouting maxim of quality occur when the speaker gives information that is not true or cannot be proven with evidence.

Flouting Maxim of Relation

In this study, Islam Makachev can be identified doing flouting maxim of relation when he answers the question that stated something irrelevant to the conversation. That is in line with Grice (1975) which stated flouting maxim of relation happen when the speakers did not provide an information that is relevant to the topic that being discussed. This study founded 6 flouting maxims of relation. Below are 2 examples of the data.

Data 3

Pre-fight press conference 5:50-6:40

Reporter : Islam at media day you know you said that you expected to face Dustin at some point in your career. But looking at where Dustin is in his career, where does he rank in terms of your past opponents that you face way back here straight up?

Islam Makachev : What's up guys? you know honestly, I think I am the best fighter in the world right now that's why it's going to be a bad day for Dustin he's have problem with the wrestlers always and I will give him the problem.

Analysis: The dialogue in datum 1 is an example of flouting maxim of relation because when Islam asked by the reporter about how he ranks Dustin in terms of his past opponents. Islam answer the question by saying lots of non-sense things like he said he is the best fighter in the

world right now. This is in line with statement from Grice (1975) which stated that flouting maxim of relation occur when the speaker say something that irrelevant to the topic that being discussed.

Flouting Maxim of Manner

In this study, Islam Makachev can be identified doing flouting maxim of manner when he answers the ambiguous from the reporter's question. That is in line with Grice (1975) which stated that flouting maxim of manner happen when the speakers providing an information that is not clear and orderly, and the statement are ambiguous. This study founded 2 flouting maxims of relation. Below are the examples of the data.

Data 4

Post-fight press conference 7:04-7:14

Reporter : Have you been impressed with him (Armen) since you guys first fought?

Islam Makachev : It's not make sense when you have very much, I need some new challenge but if Dana want, let's do it no problem.

Analysis: The dialogue in datum 20 is an example of flouting maxim of manner because when Islam asked by the reporter about is Islam impressed fighting with Armen. Islam answer the question by saying "It's not make sense when you have very much, I need some new challenge but if Dana want, let's do it no problem" which is something that is not clear wether he is impressed with Armen or not, and ambiguous. This is in line with statement from Grice (1975) which stated that flouting maxim of manner occurs when the speaker say something that is ambiguously or obscurity.

The Dominant Types of Flouting Maxim

In this study, the most dominant type of flouting maxim is flouting maxim of quantity with a total of 9 data. The second dominant type of flouting maxim is flouting maxim of relation with a total of 6 data. Flouting maxim of quality comes in the third place with a total of 5 data. Lastly, the least flouting maxim found is flouting maxim of manner with only 2 data.

CONCLUSION

In conclusion, the writer found all 4 kinds of flouting maxims in this study. Flouting maxim of quantity is the most shown in this study with 9 data (40.91%), followed by flouting maxim of relation with 6 data (27.22%), and then flouting maxim of quality with 5 data (22.73%), and lastly flouting maxim of manner with only 2 data (9.09%).

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