

# VIOLETIONS OF LINGUISTIC POLITENESS IN THE 2024 CENTRAL JAVA GUBERNATORIAL ELECTION DABATE AND THEIR IMPLICATION FOR LANGUAGE LEARNING

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## Abstract

This research is motivated to examine violations of language politeness maxims, aiming to reveal and describe the forms of violations of language politeness maxims in the Central Java gubernatorial debate of 2024, as well as its implications in Indonesian language learning at senior high schools. The method used is descriptive qualitative with data collection techniques including listening, free listening involving speaking, and note-taking techniques. Data were obtained from the speeches of candidates in the gubernatorial debate broadcast through the official Central Java KPU platform on YouTube. Analysis shows there are 50 violations of maxims, consisting of 14 violations of the quantity maxim, 8 violations of the quality maxim, 22 violations of the relevance maxim, and 6 violations of the manner maxim. The type of violation that frequently occurs is the relevance maxim. These findings are integrated into the learning materials for debate in the 10th grade of senior high school as a means to develop courteous and argumentative communication skills.

Keywords: Maximum Violations, Debate, 2024 Central Java Gubernatorial Election, Learning Implications

## 1 INTRODUCTION

Language is the primary medium of communication that plays an important role in conveying thoughts, ideas, and feelings between individuals, while demonstrating polite and humble behavior. (Zulkarnain *et al.*, 2024). By using language, humans not only convey messages verbally but also through non-verbal cues such as intonation and facial expressions, which are crucial for the success of the communication process (Mailani *et al.*, 2022:3).

In public communication such as political debates, linguistic politeness is an important aspect that reflects the norms and ethics of society. This politeness requires speakers to communicate according to cultural norms, choose the appropriate words, and avoid remarks that may offend interlocutors (Mislikhah, 2014). Grice's Cooperative Principle (in Yule, 2018) explains that linguistic politeness is realized through the application of four maxims, namely the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner. This principle serves as a guideline to ensure that conversations proceed effectively and cooperatively.

Maximal violations in communication are not uncommon, including in formal realms such as public debates. These violations can take the form of providing excessive information, using invalid facts, shifting topics, or unclear delivery (Hamidah & Supriatin, 2016). This phenomenon is interesting to study because it not only affects the effectiveness of communication but also impacts the image and credibility of the speaker, especially in political debates (Wijaya & Haristiani, 2024).

The gubernatorial election debate is a democratic means that presents the vision, mission, and work programs to the public. However, in practice, there are often utterances that do not adhere to the principles of politeness, which can lead to potential conflicts or discomfort for the audience (Khasanah *et al.*, 2024).

The aim of this research is to understand the forms of maxim violations that occur in the candidates' utterances. These maxim violations are interesting to study because they reflect the dynamics of political communication and can be used as educational materials in the Indonesian language. By examining the forms of maxim violations in political debates, students can understand the importance of polite, logical, and effective language in discussions or arguments.

## 2 METHODOLOGY

This research uses a qualitative descriptive approach. Moleong (in Adhimah, 2020) states that the qualitative approach aims to understand the meanings and social phenomena in depth. The data is systematically examined based on the context contained in the utterances. This research was conducted in May 2025 on the KPU Tegal District YouTube platform. The data obtained consists of transcripts of political debate utterances, which are then analyzed based on Grice's theory to reveal the forms of violations that occur. Data analysis is carried out using a pragmatic mapping method by describing statements that violate the maxim of politeness in the Central Java gubernatorial election.

### 2.1. Procedure

The research procedure for this study is conducted through three stages: the preparation stage, the data collection stage, and the post-research stage. The following are the stages that will be carried out in this research.

1. Preparation stage: During this stage, a series of activities are carried out including selecting the research topic, reviewing the background of the problem, formulating the problem, establishing the research objectives, and identifying the benefits of the research. Additionally, the theory to be used and relevant data sources are also determined.

2. Data collection stage: This stage begins with data collection through several steps as follows:

- a. The recording of the Central Java gubernatorial debate in 2024, which was uploaded to the official KPU YouTube platform, was accessed and transcribed into text.
- b. Each utterance in the transcript is analyzed to identify violations of maxims based on Grice's theory.
- c. The results of the identification are then classified according to the types of maxim violations found.

3. Post-Research Stages, at this stage the preparation of the analysis report is carried out. Findings regarding maximum violations in the debate are then systematically compiled. The report is evaluated to determine its eligibility as a scientific work, whether it needs to be revised or can be directly submitted for publication.

### 2.2. Data, Instruments, and Data Collection Techniques

The data collection for this research will utilize the observation method, which involves carefully observing the speech of the debate participants without engaging in the conversation. In practice, this method is applied through the technique of monitoring, which entails observing the language usage that arises during the debate, both in the form of conversations between candidates and the presentation of ideas to the public.

To support the data collection process, two additional techniques are employed, namely the non-involved observation technique and the note-taking technique. The non-involved observation technique is conducted by watching the video recordings of the debates available on official media, where the researcher's role is purely observational without direct communication. After the observation, the researcher proceeds with the note-taking technique as the next step. In this technique, every instance of violation of politeness maxims that occurs during the debate is systematically recorded. This recording is done so that the data can be more easily analyzed, both in terms of the types of violations, the context of the speech, and its relevance to the learning material.

### 2.3. Data Analysis Techniques

Data techniques using the pragmatic equivalence method. This method utilizes speech partners as determining tools in analyzing the meaning of utterances based on linguistic context and speech situations. (Sudaryono in Hermaji, 2018). The use of the pragmatic equivalence method allows researchers to identify and describe forms of violations of maxims in Grice's cooperative principle.

## 3 RESULTS AND DISCUSSION

### 3.1. Maxim Violations in the Central Java Gubernatorial Debate 2024

Based on research conducted on language politeness maxim violations during the Central Java gubernatorial debate, a total of 50 instances of maxim violations were found. These fifty instances have been categorized according to Grice's maxim theory, which includes the maxim of quantity, the maxim

of quality, the maxim of relevance, and the maxim of manner. The data was obtained by carefully watching the debate videos. The details regarding the form of maxim violations will be explained in more detail as follows.

**Table 1.** *Violations of Language Politeness. Maxims in the Central Java Gubernatorial Debate 2024*

No	Maximum Type	Amount of Data	Presentase
1	Maksim Kuantitas	14	28%
2	Maksim Kualias	8	16%
3	Makasim Relevansi	22	44%
4	Maksim Cara	6	12%
	Jumlah	50	100%

From the 50 data findings, the most dominant type of maxim violation is the maxim of relevance, with a total of 22 occurrences. This is because, in the context of political debates, candidates often deliver statements or questions that deviate from the main topic of discussion. Such deviations are generally intended to divert issues, attack opponents, or highlight their own strengths. Meanwhile, the least frequent violation is the maxim of manner, with only 6 occurrences. This is due to the fact that the debate was conducted formally and watched by many people, prompting the candidates to try to speak clearly, concisely, and without ambiguity.

#### a. Violation of the Maxim of Quantity

This type of violation occurs when the candidate provides too little or overly general information.

##### Data (1)

**Context:** A question regarding public housing programs.

**Pak Hendi:** "What is Gus Yasin's plan as the candidate for Vice Governor of Central Java to help the community with regard to housing?"

**Gus Yasin:** "Thank you, Mas Hendi. For the people of Central Java, of course, we have already implemented this and will continue to improve it. We are also grateful to President Jokowi, who in recent years has paid attention to the housing needs of the people of Central Java and Indonesia. **In the past, we had a program called 'one OPD (Regional Apparatus Organization) for one foster village.'** The purpose was to meet the community's need for decent housing. We carried out this program with our OPD budget at the time, which was still insufficient, so we collaborated with all stakeholders in Central Java. I would also like to thank organizations such as Santri Gayeng Nusantara, who took part in fulfilling the needs of uninhabitable houses, building them themselves. As a result, in the Central Java Provincial Government, around 62,000 units per year are provided, funded by the Central Java Provincial Government budget for the provision of decent housing."

##### Analysis:

Data (1) illustrates a violation of the maxim of quantity by Gus Yasin because he provides incomplete information regarding the "one OPD one foster village" program. He does not explain the implementation mechanism, the number of villages involved, the budget allocation, or the program's outcomes. Consequently, the utterance is not sufficiently informative to fully answer the question.

##### Data (2)

**Context:** The moderator asked about strategies for conveying the provincial structure under the "Red and White Cabinet."

**Moderator:** "In facing changes to the Ministry's structure, what strategy will you implement so that provincial policies can quickly adapt to the new Ministry structure, ensuring administrative order while also maintaining government effectiveness?"

**Pak Hendi:** "With the formation of the new cabinet under the leadership of Mr. Prabowo as president and Mas Gibran as vice president, there will certainly be adjustments down to the provincial level. We see that many ministries are undergoing major changes, so this needs to be followed by adjustments at the provincial OPD level as well as in cities and regencies. As part of the central government, we must implement the decisions made by the central authorities. However, we cannot immediately change the organizational structure before there is a government regulation that officially governs it. Therefore, in

the future, while waiting for the issuance of the government regulation, **we will implement what we call 'lean structure, rich in benefits, rich in functions.'** **With the existing conditions, we will adapt so that the provincial government's steps going forward comply with regulations and maximize benefits for the people.** With this principle, we hope the government's operations in Central Java will continue to run optimally, provide tangible benefits to the community, and be able to improve performance as well as welfare in the province."

**Analysis:**

Data (2) shows a violation of the maxim of quantity by Pak Hendi because he does not provide sufficient and clear information. The phrase "lean structure, rich in benefits" is delivered without a detailed explanation, making it difficult for listeners to fully understand its intended meaning. As the speaker, Pak Hendi should have elaborated further, for example, explaining what "rich in benefits" entails, what kind of structural adjustments are planned, concrete examples, and the time frame for implementation. Since the information provided is too brief and lacks the necessary details, the message becomes unclear. This potentially reduces the effectiveness of communication, as the audience does not get a complete picture of the intended policy or strategy.

**b. Maxim of Quality**

This violation occurs when a candidate delivers information without supporting data.

**Data (15)**

**Context:** Responding to a question regarding the achievement of the SDGs, particularly related to partnerships.

**Moderator:** "If you are elected, what will you do to build partnerships between the central government and the private sector?"

**Pak Luthfi:** "The SDGs are a form of sustainable development that has been followed up by President Joko Widodo through Presidential Regulation Number 59 of 2017. The poverty rate in Central Java still reaches 10.47% or around 3.7 million people. I promise to prioritize the provision of decent housing through the 'one household, one house' program, address the drinking water shortage of around 14% and manage the PDAM by converting saline water into fresh water, meet sanitation needs, and provide free nutritious food subsidies. **The spirit of the SDGs is something I will never abandon; I will care for and carry out all of them for the people of Central Java.**"

**Analysis:**

Data (15) shows a violation of the maxim of quality by Pak Luthfi through the statement "The spirit of the SDGs is something I will never abandon; I will care for and carry out all of them for the people of Central Java." This statement is not supported by clear data or strategies, making it difficult to guarantee its truthfulness. It falls under a maxim of quality violation because it conveys a claim without sufficient evidence.

**Data (16)**

**Context:** Responding to a question regarding strategies for Central Java.

**Pak Andika:** "Mas Luthfi, perhaps you forgot a bit about partnership, which I believe is the final goal in the SDGs. In pursuing the 17 SDG targets, the provincial government cannot work alone. We must work together with the central government, regency/municipal governments, and the private sector. In fact, the private sector can be the one ensuring program sustainability, because the government is limited by its term of office, while the private sector, if motivated, can initiate and carry out programs more consistently and sustainably than we can. Therefore, partnerships should indeed be built from the start. The same applies when carrying out the duties of the provincial government — cooperation must also involve the community, religious leaders, traditional leaders, and all stakeholders in achieving each SDG target."

**Pak Luthfi:** "Thank you, Pak Andika. We all know that Central Java has a regional budget (APBD) of 27.8 trillion — a relatively low figure for a region of this size. Therefore, our step is to build collaboration with the central government, provinces, regencies, and villages. For that reason, we will bring in ministries and agencies to take part in developing Central Java towards prosperity. For example, there is the Batang Integrated Industrial Zone (KITB) and the Brebes Industrial Zone (KIB), which are already running. In addition, we will also involve entrepreneurs through their CSR programs to contribute to the

development of Central Java. All of this can only be achieved if collaboration and integration between the central and regional governments run smoothly. **Believe me, the government will care for and carry out these efforts so that the goals in Central Java will be achieved; I guarantee that by 2030, we will be able to make it happen."**

#### Analysis:

In Data (16), the violation occurs in the speaker's (Pak Luthfi's) statement: "Believe me, the government will care for and carry out these efforts so that the goals in Central Java will be achieved; I guarantee that by 2030, we will be able to make it happen." A speaker is expected to know the truth and have sufficient evidence for such claims. By guaranteeing something that is uncertain, the speaker violates the maxim principle because there is no definite assurance of success in the future.

#### c. Maxim of Relevance

This violation occurs when the speaker provides information that is not directly related to the topic of discussion.

#### Data (23)

**Context:** Responding to a strategy for partnerships in achieving the SDGs.

**Pak Luthfi:** "The SDGs are a UN agreement on sustainable development, followed up by President Joko Widodo through Presidential Regulation No. 59 of 2017. As stated by Candidate Pair 01, poverty in Central Java is still at 10.47% or 3.7 million people, which is a challenge we must face. Moving forward, we will prioritize basic infrastructure services. First, there is a shortage of 1.8 million decent houses; therefore, if Gus Yasin and I are elected, we will ensure the implementation of the 'one household, one decent house' program. Second, the shortage of access to drinking water reaches 14%. We promise to optimize the PDAM water supply, including processing saline water into fresh water, to preserve groundwater absorption. Third, there is also a basic sanitation shortage of more than 14%. If elected, we will fulfill sanitation needs, including the construction of latrines. In addition, we will promote a program of affordable subsidies and free nutritious meals. In essence, the spirit of the SDGs is to leave no one behind — all the people of Central Java will be cared for and served."

**Pak Andika:** "I would like to add something. Perhaps earlier, Mas Luthfi forgot a bit about partnership, which is the final goal of the SDGs. In achieving these 17 targets, the provincial government cannot work alone it must collaborate with the central government, regencies/municipalities, and even village administrations. Beyond the government, cooperation with the private sector is also important, **because the government is limited by its term of office, whereas the private sector, if they are motivated to achieve these 17 goals, can initiate and sustain them better than we can better than all of us.** Therefore, partnerships must be built with all parties, including the private sector, the community, religious leaders, and traditional leaders, so that each SDG target can be achieved. That is all I wanted to add."

#### Analysis:

Data (23) shows a violation of the maxim of relevance because it does not directly answer the main question posed, which was about the strategy for building partnerships. Instead of explaining the forms of cooperation or specifying which parties would be involved, Pak Andika emphasized the differences between the government and the private sector. This can be seen in his statement: "Because the government is limited by its term of office, whereas the private sector, if they are motivated to achieve these 17 goals, can initiate them better than we can — better than all of us." This statement contains more of a personal opinion about the role of the private sector rather than directly addressing the strategy being asked about. The maxim of relevance requires that each utterance be appropriate and directly related to the direction of the discussion.

#### Data (24)

**Context:** Partnership strategy in the SDGs.

**Pak Hendi:** "With the formation of the new cabinet under the leadership of Pak Prabowo and Mas Gibran, adjustments will certainly need to be made down to the provincial level. We have observed that many ministries have undergone major changes, so these adjustments must also be made at the provincial level, particularly within the provincial, city, and regency OPDs (Regional Apparatus

Organizations). As part of the central government, we are of course obliged to carry out all central decisions. However, we cannot immediately make structural changes before there is a government regulation that governs them. Therefore, while waiting for the official rules, we will apply the principle of 'lean structure, rich in benefits, rich in functions' so that the provincial government's steps continue to run according to regulations and benefit the community. Hopefully, this will improve the performance of Central Java, making it more prosperous and stronger."

**Gus Yasin:** "The Red-and-White Cabinet led by President Prabowo has been formed, and indeed there have been several changes, as mentioned by Mas Hendi, including the addition of new agencies such as the Poverty Alleviation Acceleration Agency and the National Food Agency. In accordance with Law No. 23 of 2014, the provincial government is an extension of the central government. It should be noted that the Provincial Government of Central Java has 34 OPDs, consisting of 21 departments and 7 agencies. **It should also be noted that 52% of civil servants (ASN) in Central Java and in fact 83% of them are from Generation Z and millennials.** Our civil servants are already accustomed to bureaucratic reform. We once implemented a 'one OPD, one fostered village' program so that all OPDs understood the duties of the provincial government. Therefore, when there are changes in the central government, we are ready to adapt quickly. Thank you."

#### Analysis:

Data (24) shows a violation of the maxim of relevance. The statement, "It should also be noted that 52% of our civil servants, and in fact 83% of civil servants in the Central Java Provincial Government, are from Generation Z and millennials" violates the maxim of relevance because it does not answer the question about public service strategies and bureaucratic governance. Instead of explaining programs, solutions, or concrete steps to be taken, the speaker provided data about the age demographics of civil servants, which is not directly related to the partnership strategy. Therefore, this information is considered irrelevant to the topic being discussed and thus violates the principle of relevance in communication.

#### d. Maxim of Manner

This communication principle emphasizes that messages should be delivered clearly, in an orderly manner, and be easy to understand.

#### Data (45)

**Context:** Question about strategies for building regional partnerships with the central government and the private sector in order to support the SDGs.

**Moderator:** "In the 2025–2045 Regional Long-Term Development Plan (RPJPD), one of the goals is to achieve the Sustainable Development Goals (SDGs) by 2030. One of the issues that needs attention in the SDGs is partnership to achieve the goals. My question is: If you are elected as the Governor and Deputy Governor of Central Java, what will you do to build partnerships with the central government, district/city governments, and the private sector?"

**Pak Luthfi:** "The SDGs are an agreement by the United Nations related to sustainable development, and this was continued by the policy of President Joko Widodo at that time through Presidential Regulation Number 59 of 2017. Then, what we are doing here is as 01 mentioned earlier. In Central Java, the poverty rate is still 10.47%, or 3.7 million people, and this is a challenge we must address. We will prioritize basic infrastructure services. If elected, we will ensure that each family gets a decent house, addressing the shortage of 1.8 million units. We also promise to tackle the nearly 14% shortage of drinking water by utilizing PADM water and processing seawater into fresh water. In addition, we will meet basic sanitation needs through a toilet construction program and encourage affordable subsidies for free nutritious food. Our spirit is 'ora ono sing tak tinggal' — we will care for and serve all the people of Central Java."

#### Analysis:

Data (45) shows that Pak Luthfi's statement violates the maxim of manner because it is delivered in long, unstructured, and rather convoluted sentences. The explanation starts with the definition of the SDGs, then shifts to the President's policy, then moves on to poverty, and finally to decent housing, without clear transitions. This makes the delivery unsystematic and difficult to follow. Furthermore, Pak Luthfi did not directly answer the moderator's question about strategies for building partnerships, but instead explained other matters outside the focus. The roundabout, disorganized, and

not-to-the-point delivery violates the maxim of manner, which requires speech to be clear, concise, and well-structured.

#### Data (46)

**Context:** Question about strategies for building regional partnerships with the central government and the private sector in order to support the SDGs.

**Pak Andika:** "I just want to add something. Perhaps earlier, Mas Luthfi forgot a bit about partnership, whereas in my opinion, it is the final goal of the SDGs. In pursuing the 17 SDG targets The provincial government cannot work alone. We must work together with the central government, regencies/cities, as well as village administrations and village heads. In addition, we also need to establish cooperation with the private sector. In our view, it is actually the private sector that can ensure sustainability, because the government is limited by its term of office, whereas if the private sector is moved to realize these 17 goals, they can even initiate it better than all of us. Therefore, partnerships must be built with all parties the government, private sector, the community, religious leaders, and traditional leaders so that everyone can play a role in achieving each SDG target. That is all from me."

**Pak Luthfi:** "Thank you, Pak Andika. We all know that the Central Java provincial budget of 27.8 trillion rupiah is relatively small for such a large region. Therefore, we will establish integration with the central government, as well as collaborate with provinces, regencies, and villages. The step we will take is to draw in the roles of ministries and institutions to help develop Central Java towards prosperity. For example, the Integrated Industrial Estate in Batang and the Brebes Industrial Estate, which are already running. In addition, we will involve entrepreneurs through their CSR programs to support Central Java's development. **Of course, all of this will succeed if collaboration and integration between the central and regional governments can run well. Believe that the government will 'ngopeni' and 'ngelakoni' so that we will be able to achieve our goals in Central Java by 2030.**"

#### Analysis:

Data (46) shows that the speaker (Pak Luthfi) violates the maxim of manner because the statements are not delivered in an orderly and coherent manner, making them difficult to understand. For example, the sentence "Believe that the government will 'ngopeni' and 'ngelakoni' so that we will be able to achieve our goals in Central Java by 2023" is confusing because it is unclear who is performing the action, and the relationship between parts of the sentence is inconsistent. The phrases "ngopeni ngelakoni" and "our goals in Central Java by 2023" do not have a clear meaning, which confuses the audience. According to Grice's theory, the maxim of manner requires speakers to speak clearly and avoid being overly wordy, so that the message is easy to understand.

### 3.2. b. Implications of Research Findings in Indonesian Language Learning at Senior High School

The findings of this research can be applied in Indonesian language learning at the senior high school level, particularly in the material on debate texts. Through real-life examples from political debates, students can analyze forms of violations in debate contexts, foster awareness of polite language, and develop critical thinking skills by presenting arguments effectively (Suyasa in Beno et al., 2022). Thus, Indonesian language learning in the debate material for Grade X under the Kurikulum Merdeka can train students to understand real communication practices and avoid language errors in daily life.

## 4 CONCLUSIONS

Based on the results of the research on violations of the politeness maxims in the Central Java gubernatorial debate, it can be concluded that 50 instances of violations were found, consisting of: 14 violations of the maxim of quantity, 8 violations of the maxim of quality, 22 violations of the maxim of relevance, and 6 violations of the maxim of manner. The type of violation that occurs most frequently is the maxim of relevance. This indicates that the debate candidates tend to give responses that are not in line with the main topic of discussion, either to avoid the question, divert the issue, or to build a political self-image in front of the public. Conversely, violations of the maxim of manner are the least commonly found. The low number of such violations shows that the debate participants strive to present their opinions clearly, in an organized way, and in a manner that is easy to understand, given the formal and publicly accessible context of the debate.

The results of this research can be applied in Indonesian language learning at the senior high school level, particularly in debate text material within the Kurikulum Merdeka for Phase E (Grade X).

Although violations of politeness maxims are not yet a primary focus in the teaching materials, understanding the forms of such violations is very important so that students can identify and comprehend language practices that align with politeness norms. In this way, students can develop good and critical communication skills in everyday life, both in formal and informal contexts.”

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