

**THE VIOLATION OF POLITENESS PRINCIPLES USED BY THE  
CHARACTERS IN *SPONGEBOB SQUAREPANTS* CARTOON  
ANIMATION**

**THESIS**



**BY:  
SARASWATI HENUK NOVANDINI  
REG. NUMBER: A73215070**

**ENGLISH DEPARTMENT  
FACULTY OF ARTS AND HUMANITIES  
UIN SUNAN AMPEL SURABAYA**

**2020**

## DECLARATION

I am the undersigned below:

Name : Saraswati Henuk Novandini

Reg. Number : A73215070

Department : English Department

Faculty : Arts and Humanities

truly state that the thesis I wrote is really my original work, and not a plagiarism/fabrication in part or in whole.

If in the future it is proven that this thesis results from plagiarism/fabrication, either in part or in full, then I am willing to accept sanctions for such actions in accordance with the applicable provisions.

Surabaya, February 27<sup>th</sup> 2020

The writer,



Saraswati Henuk Novandini

## **APPROVAL SHEET**

**THE VIOLATION OF POLITENESS PRINCIPLES USED BY THE  
CHARACTERS IN *SPONGEBOB SQUAREPANTS* CARTOON ANIMATION**

by

**Saraswati Henuk Novandini**

**Reg. Number: A73215070**

**Approved to be examined by the Board of Examiners, English Department,  
Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya**

**Surabaya, February 28<sup>th</sup>, 2020**

**Thesis Advisor**

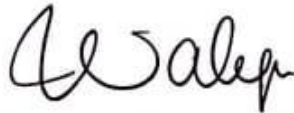


**Dr. A. Dzo'ul Milal M, Pd.**

**NIP: 196005152000031002**

**Acknowledged by:**

**The Head of English Department**



**Dr. Wahyu Kusumajanti, M.Hum.**

**NIP: 197002051999032002**

## EXAMINER SHEET

This thesis has been approved and accepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya on March 18<sup>th</sup> 2020

The Board of Examiners are:

Examiner 1



**Dr. A. Dzo'ul Milal, M.Pd**  
NIP. 196005152000031002

Examiner 2



**Dr. H. Mohammad Kurjum, M.Ag**  
NIP. 196909251994031002

Examiner 3



**Raudlotul Jannah, M.App.Ling**  
NIP. 197810062005012004

Examiner 4



**Murni Fidiyanti, M.A.**  
NIP. 198305302011012011

Acknowledged by:

The Dean of Faculty of Arts and Humanities  
UIN Sunan Ampel Surabaya



**Dr. H. Agus Aditoni, M.Ag**  
NIP. 196210021992031001



KEMENTERIAN AGAMA  
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA  
PERPUSTAKAAN

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax. 031-8413300  
E-Mail: perpus@uinsby.ac.id

LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI  
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : SARASWATI HENUK NOVANDINI

NIM : A93215070

Fakultas/Jurusan : SAstra INGGRIS

E-mail address : saraswati.henuknovandini@gmail.com

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :

☒ Skripsi ☐ Tesis ☐ Desertasi ☐ Lain-lain (.....)

yang berjudul :

THE VIOLATION OF POLITENESS PRINCIPLES USED BY THE CHARACTERS

IN SPONGEBOB SQUAREPANTS CARTOON ANIMATION

beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Eksklusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara *fulltext* untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya, 29 JUNI 2020

Penulis

Saraswati H.N.

*nama terang dan tanda tangan*

## ABSTRACT

Novandini, Saraswati Henuk (2020). *The violation of Politeness Principles Used by The Characters in Spongebob Squarepants cartoon animation*. English Department, Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya. Advisor: Dr. A. Dzo'ul Milal M, Pd.

**Key Words:** Politeness principles, politeness maxim, violation, implicature

In this study the researcher focuses on the violation of politeness principles used by the characters in *Spongebob Squarepants* cartoon animation. There are two research problems in this research. First is what is the types of maxim that violated by the characters, second is what is the intention of maxim is that are violated by the characters in *Spongebob Squarepants* cartoon animation.

This research is descriptive-qualitative research. It means the research focuses more on words rather than number. Besides, this research uses theory to lead the analysis before collecting data. The data are taken from transcript of six episodes of *SpongeBob Squarepants* cartoon animation. The data are in form of utterances which contain violation of maxim uttered by the characters. The transcripts are obtained from the fan page website. After the transcripts have been obtained, the researcher collects the data by underlining and coding. With the existing data, the researcher starts to analyze the data by employing these steps: 1. identifying the data by doing coding process, 2. classifying the data, 3. discussing, and 4. making conclusion for the finding of the research.

Based on the finding, first point the writer find all of the kind of maxim that are violated by the characters in *SpongeBob Squarepants* which are tact maim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim. Agreement maxim is the most types of maxim violated by the characters. The second point is the intention of violating maxim used by the characters in *SpongeBob Squarepants*. To know the intention of violation maxim, the writer uses implicature to finds the intention of violating maxim. Because of implicature in the conversation cannot be categorized specifically, the writer decides to categorized the implicature based on the function. The writer found eight kinds of intention violating maxim which are to showing worry, to showing disbelieve, to showing dislike, to showing vexation, joking, lying, and boasting.



## ABSTRAK

Novandini, Saraswati Henuk (2020). *Pelanggaran Prinsip Kesopanan Karakter di Kartun animasi Spongebob Squarepants*. English Department, Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya. Pembimbing : Dr. A. Dzo'ul Milal M, Pd.

**Kata Kunci :** Prinsip kesopanan, maksim kesopanan, pelanggaran, implikatur

Di penelitian ini peneliti fokus pada pelanggaran prinsip kesopanan yang digunakan oleh karakter animasi kartun di Spongebob Squarepants. Dalam penelitian ini terdapat dua. Tujuan dari penelitian ini adalah yang pertama, untuk menemukan tipe maksim dari prinsip kesopanan yang dilanggar oleh karakter dikartun tersebut. Kedua, untuk menemukan tujuan dari pelanggaran maksim yang diucapkan oleh karakter kartun animasi Spongebob Squarepants.

Penelitian ini adalah penelitian deskriptif-kualitatif. Penelitian ini lebih berfokus pada kata daripada angka. Selain itu, penelitian ini menggunakan teori untuk memimpin analisis sebelum mengumpulkan data. Data diambil dari transkrip enam episode animasi kartun SpongeBob Squarepants. Data dalam bentuk ujaran yang mengandung pelanggaran pepatah yang diucapkan oleh karakter. Transkrip diperoleh dari situs web halaman penggemar. Setelah transkrip diperoleh, peneliti mengumpulkan data dengan menggarisbawahi dan mengkode. Dengan data yang ada, peneliti mulai menganalisis data dengan menggunakan langkah-langkah ini: 1. mengidentifikasi data dengan melakukan proses pengkodean, 2. mengklasifikasikan data, 3. membahas, dan 4. membuat kesimpulan untuk temuan penelitian.

Berdasarkan hasil temuan, poin pertama penulis menemukan semua jenis maksim yang dilanggar oleh karakter dalam *SpongeBob Squarepants* adalah maksim kebijaksanaan, maksim kederewanan, maksim penghargaan, pepatah kesederhanaan, maksim pemufakatan, dan maksim kesimpatian. Maksim pemufakatan adalah jenis pepatah yang paling banyak dilanggar oleh karakter. Poin kedua adalah niat melanggar maksim yang digunakan oleh karakter di *SpongeBob Squarepants*. Untuk mengetahui niat pelanggaran maksim, penulis menggunakan implikatur untuk menemukan niat dari pelanggaran maksim tersebut. Karena implikatur dalam percakapan tidak dapat dikategorikan secara spesifik, penulis memutuskan untuk mengelompokkan implikatur berdasarkan fungsi. Penulis menemukan delapan jenis niat yang melanggar maksim yaitu untuk menunjukkan kekhawatiran, untuk menunjukkan ketidakpercayaan, untuk menunjukkan ketidaksukaan, untuk menunjukkan kekesalan, bercanda, berbohong, dan membual.









## INTRODUCTION

## 1.1 Background of Study

Politeness in using language educates people in respecting the second person or listener based on the age or social position (Budiarta & Ratjisha, 2018, p.1). Politeness relates to how people create harmony in life and show appreciation toward the second person or listener. It happens because human have social roles in which they need each other to live. Politeness used to organize the manner of speech, and avoid a misunderstanding. Leech (1983, p.35) has proposed six maxims, the types of maxims, namely Tact Maxim, Generosity Maxim, Approbation Maxim, Modesty Maxim, Agreement Maxim, and Sympathy Maxim. The purpose of politeness principles is to establish a feeling of social relationship and community.

Politeness principles is the way how to obey the speaker to respond to the speech partner willing politely (Maharani, 2018, p.2). This present study analyses the opposite of the politeness principle, which known as a violation of politeness principles. The violation of politeness is the situation when people disobey the rules of politeness principle. It can happen when the speaker does rudeness or speak impolitely to the hearer. The effect of impoliteness that uttered by the speaker can make the hearer feels embarrassed or humiliated (Putri, 2018, p.4). The violation of politeness not only found in daily communication, but it also found in the cartoon animation program.

[illegible]

As the purpose of this study is to analyse the violation of politeness principles, which consist of *SpongeBob SquarePants*, the writer found some researchers who investigated the same topic as this study. These are some studies which analysed the same issue as this study:

The first research conducted by Alfiana (2016) From Diponegoro University with the title “The Maxim Violation on Mata Najwa Talk Show ‘Selebriti Pengganda Simpati’” that more focused in analyzed the violation maxims of cooperative principle theory by Grice in her thesis. She also analyzed the motivation of flouting maxim. Then, the writer found there are fifteen utterances violating Quantity, Quality, Relation, and Manner maxims. The writer found that the motivation behind the speakers violating the maxim is mostly because they want to show politeness and keep other’s self-esteem.

The second research was “An Analysis of the Violation of Maxims In *Malam Minggu Miko* Situation Comedy” by Hidayati (2013). In her research, the writer concerns analyzed the humorous utterances produced by the main characters in the comedy series of *Malam Minggu Miko* that violate the maxims during the characters’ talk exchange. The writer used the theory by Grice (1975). The result of this study are the occurrences of the maxim of relation are 12 times. The maxim of quality violated 7 times. The maxim of manner violated 4 times of the total utterances and violation of the maxim of quantity emerges 5 times. The writer concludes that when the cooperative principle is violated, humour is created.

Another previous study presented by Dewi (2017) entitled “Maxim violation in Archie Comic”. In her research, the writer used cooperative Principle by Grice (1975) and Politeness Principles by Leech (1983) to compares the data. It is different with (Hidayati, 2013; Pratiwi, 2013; Afiana, 2016), which only focused on Grice’s theories. The writer also analyzed how to read the maxim violations on the comic easier. The result of this research found all types of violation cooperative principles that are maxim of quality, the maxim of quantity, maxim of relevance, and maxim of manner. But in violation of politeness principles, the writer only found five types of the maxim that are tact maxim, approbation maxim, modesty maxim, agreement maxim, sympathy maxim. The writer states that the easier way to understand comic is reading verbal and nonverbal forms.

[illegible]







## 1.4 Scope and Limitation

The scope of this research discusses politeness principles that focus on analyzing the types of violation in politeness principles used theory by Leech (1983) and also to analyze the intention of violating the politeness principles. The writer used implicature to find the intention of violating maxim. This research is aiming to analyze the utterance of the characters in *SpongeBob SquarePants*.

## 1.5 Definition of Key Terms

- Politeness principles: is a rule of communication to minimize the expression of impolite beliefs; maximize the expression of polite beliefs through the utterance
- Violation: Violation in politeness means a condition when the speaker disobeys the rule of politeness principle that can create a conflict between speaker and hearer or speech partner.
- Spongebob Squarepants: is the one of popular animation in American by Nickelodeon.

## REVIEW LITERATURE

## 2.1 Pragmatics

Based on Yule (1996, p.3), pragmatics cover some branches, they are deixis, reference and inference, presupposition and entailment, cooperative and implicature, speech acts, politeness strategy, conversation and preference structure, discourse, and culture. In conclusion, pragmatics is the study of the

meaning of utterances in relation to the contexts which involves how a speaker produces an utterance to deliver his or her intention and how the listener interprets it.

According to Levinson (1983, p.5), pragmatics includes the understanding of language and context's relationship in language structure. In other words, pragmatics is the theory of the meaning in communication when the utterances or sentences produced by the speaker. So, by studying pragmatics, we also study about the speaker's intended meaning. In understanding the speaker's intended meaning, some people do misinterpretation to identify these. Therefore, we should understand the context first.

Context is important in study pragmatics as an explanation before. If we want to avoid wrong interpretation, we have to understand the context. The context in pragmatics is any background knowledge that both addresser and addressee share. This aspect contributes to the addressee's interpretation of what addresser means by a given utterance. So, it can be concluded that pragmatics is the study about meaning concerning the contexts which involve how the speaker produces an utterance to deliver their intention and how the listeners interpret it.

From the explanation above, by studying pragmatics, it will help the listeners to understand the meaning intended by the speaker and enhance their skills to behave in society.

## 2.2 Context

Analyzing sentences related to meaning could not be separated from a context. The context is a crucial part of a study about pragmatics. Levinson (1983, p. 5) in his idea of pragmatics states that the language used should pair a sentence with the context in which they would be appropriate. In understanding the meaning of utterances, we should pay attention to the context of the surrounding situation. According to Yule (1996 p.3), context essentially implies the physical condition in which a word used.

A situational context is an important element in communication. Thus, the context has a big influence and effect on understanding the meaning of an utterance. By the context, each speaker and hearer can share their background to understand the utterances. Context has a great influence and also effective in understanding the meaning of an utterance.

In spoken language, the context helps the speaker and hearer in delivering and receiving the message meaning. By being concerned with the context, speakers and hearers, writers and readers, can avoid misunderstanding or misinterpreting the intended meaning of an utterance.

Holmes (2001, p.25) explains that there are some components, in any situation, will be generally reflected by the linguistic choices will generally reflect the influence of one or more of the following components.



implicature. The hearer must be understood the implicature that said by the speaker.

## 2.4 Politeness

Good manners or behaviour can be viewed from the different aspects of daily life. One of them is called politeness language. According to Lakoff (1973, p.6), politeness is a system of communication designed to facilitate interaction by avoiding conflict in all human interchange.

Rahardi (2002, p.60) states that politeness is how the language shows the social distance between the speakers and the relationship of their role in society. Leech (1983) defines politeness as forms of behaviour that establish and maintain comity.

Based on the explanation above, politeness can be interpreted as a particular concept to get polite behaviour in culture.

### 2.4.1 Politeness Principle

Politeness principles the one major social constraint on human interaction. It is usually regarded as the strategy modulating interpersonal relationships in human communication. Leech (1983) proposes six maxims of politeness principles. He states that in conversation, politeness does not only concern with the relationship between two participants, self and other, turn-taking, but it also considers the existence of the third parties, who may or not be present in the conversation by speaker and speech participant. The six maxims of politeness principles are briefly presented as follows:





p.35). The implementation of generosity maxims can be seen in the following sample speech.

This conversation happened between Khanza [speaker] and Saras [hearer]; they are classmates in university. After the last meeting of the class, Khanza asks Saras for having dinner with her family tonight because today is her birthday. The utterance by Saras expressed in a happy tone. Look at this conversation below:

They meet in front of the class

Kanza: “Saras, would you mind to come to my house today? I invited you to have dinner together”.

Saras: “Of course, with pleasure.”

According to the conversation above, the utterance focused on *Khanza* as the speaker. She maximizes the cost and minimizes the benefit of her-self. She applied the generosity maxim with tries to maximize the cost for her-self by inviting Saras for dinner.

### 3. Approbation Maxim

In approbation maxim explained that someone will be considered polite if in speaking always try to give awards to other parties. With this maxim, it is hoped that the participants of the speech will not mock one another, berate or harm each other. Speech participants who often mock other speech participants in speaking activities will be said to be rude. It is said so because the act of mocking is an act of disrespect for others. So, in this maxim, speech participants should minimize the dispraise and maximize the praise to others (Leech, 1983, p.35). The example of the approbation maxim can be seen in the following sample speech:

This conversation happened on Sunday Morning between Nicky [Speaker] and Raka [Hearer] after practised badminton. *Raka* was impressed with how the way Nicky playing Badminton so well. The utterance by Raka expressed in an amazed tone. Look at this conversation below:

In sidelines of badminton pitch when they have a break together:

Nicky: “Hi, can I sit beside you?”

Raka: “Of course, come here. By the way, **you’re playing so cool!**

Nicky: “Oh not really, it just so so.”

From the example above, Raka applied the approbation maxim, he maximizes praise to Nicky and minimizes dispraise to him. Raka said, “By the way, **you’re playing so cool!**” to make Nicky happy.

#### 4. Modesty Maxim

In modesty maxim, the speech participant is expected to be humble by minimizing praise to himself. People will be said to be arrogant and proud if in speaking activities always praise and favour themselves. The example of modesty maxim can be seen in the following sample speech:

This conversation happened in the class between Rilla (P1) and Rena (P2). When Ramadhan has come, all students usually used fashion Muslims such as gamis, sarong, etc. Rilla was amazed at the dress that used by Rena, but Rilla outfit not good than her. The utterance by Rilla expressed in an amazed tone. Look at this conversation bellow:

In the classroom:

Rilla: “Wow, you look so pretty with this outfit.”

Rena:     **“oh not really, you also look great, girl, trust me.”**

The modesty maxim is uttered by Rena, as the mention of conversation above. Rena wearing a beautiful dress, but she minimizes praise and maximizes dispraise to her-self. That's why she said, *"No, it just so so, you also look great girl, trust me."* To Rilla.

## 5. Agreement Maxim

In this maxim, it is hoped that the speech participants can foster mutual agreement or agreement in speaking activities. If there is agreement or compatibility between the speaker and the speech partner in the speaking activity, each of them can be said to be polite. So, in this maxim, the participants of speech should minimize disagreement and maximinze agreement between them (Leech, 1983, p.35). The example of the agreement maxim can be seen in the following sample speech:

This conversation happened in the afternoon after Saskia [speaker], and Khanza [hearer] study English together. They look confused after the study, and Saskia said to Kanza:

When they are walking together to go home:

Saskia: “Za, I think that English is more difficult than math, what do you think?”

Kanza: “Yup, you’re right.”

From the example above, Khanza agrees with the statement by *Saskia* by saying, “*Yup, you’re right.*” The statement by Kanza shows to minimize the expression of disagreement toward *Saskia*.

## 6. Sympathy Maxim

This maxim is expressed by assertive and expressive utterances. In the maxim of sympathy expected that the speech participants can maximize the attitude of sympathy between one party with another party (Leech, 1983, p.35). If the interlocutor gets success or happiness, the speaker is obliged to give his congratulations. If the interlocutor gets in trouble, or the speaker is worthy of grieving or expresses condolences as a sign of sympathy. An attitude of antipathy towards one of the speech participants will be considered an impolite act. Implementation of the maximal conclusions can be seen in the following sample speech:

This conversation happened between Jona [speaker] and Joni [hearer], Jona says to Joni that her uncle is passed away because of an accident, Joni also feels sad to her. The utterance by Joni expressed in a sad tone. Look at this conversation below:

Whey Jona and Joni walking in the park:

Jona: “Yesterday, my uncle was passed away.”  
Joni: “Oh my god? I’m sorry, **my condolence for your uncle, don’t be sad, keep strong.**”







## CHAPTER III

### RESEARCH METHOD

This chapter describes how the writer collected and analyzed the data of this study. This chapter consists of research design, data collection that includes data and source of data, instrument, techniques of data collection and the last is data analysis of this study.

### 3.1 Research Design

In this research, the writer used a qualitative approach to analyze the violation of politeness principles by the characters in the *Spongebob Squarepants* animation series. According to Khotari (2004, p.31), qualitative research focused on the qualitative phenomenon, which is rather than numbers.

Qualitative studies allowed the researchers to identify problems from the interpretations contained in objects. This qualitative study was to verify the phenomenon that happened in cartoon animation, especially in the violation of politeness principles in *Spongebob Squarepants* animation.

### 3.2 Data Collection

### 3.2.1. Data and Source of Data

Source of data refers to the subject from which the data are obtained (Arikunto, 2002 p.116). The data source of this research is the transcription of the *SpongeBob SquarePants* cartoon animation. The writer copied the transcription of six episodes in the *SpongeBob SquarePants* animation series on the website (<https://spongebob.fandom.com>) to analyze the types and intention of violation in



- ### Table 3.1 The Coding of Violation Politeness Principles

The table above is the coding to analyze the first research question that is the types of violation politeness principles.

### Table 3.2 The Coding of Intention of Violating the Politeness Principle

No.	Types of Intention	Coding
1.	Showing Dislike	SD
2.	Showing Disagreement	DSG
3.	Showing Worry	SWR
4.	Boasting	BS
5.	Joking	JK
6.	Showing Disbelieve	SDB
7.	Lying	LIE
8.	Showing Vexation	SVX
9.	To Command	TC

The table above is the coding to analyze the second research question that is the intention of violation politeness principles.

### 3.3 Data Analysis

After the data were collected, the first step, the writer read the utterance which had been underlined and coded.

The second, the writer classified the utterance based on the types of violation politeness principles. She provided the table to classify the data based on tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, sympathy maxim.

The third, after the writer classified the types of violation, to answer the research question number two, the writer classified the intention of violating politeness principles by using implicature meaning of the utterance.



## FINDINGS AND DISCUSSION

## 4.1 Research Findings

### 4.1.1 Types of Violation Politeness Principle

## 1. Violation of Tact Maxim

25





ghostliness. *[Squidward eats it while SpongeBob goes and gets a banana]* A banana peeled to your liking, you're in corporeality. *[squeezes it into Squidward's mouth. Patrick comes back with a watermelon]*

Patrick: One watermelon *[drops it into Squidward's mouth, who keels over due to the weight]* Fresh from the manure fields, your spookiness. *[on the ground, Squidward's head is shaped like the watermelon]*

The setting of the dialogue above is in Squisward's yard at noon.

SpongeBob and Patrick feel exhausted after carrying Squidward with his bed around the place that he wants. They take a rest for a while but not long after that, Squidward calls them to do something to him again just like a king.

Squidward said: "Perfect. Hmmm, I feel needy. [*Claps his hands*] Slaves, fetcheth me some nourishment." The statement by Squidward as the speaker shows that he is ordering to Spongebob and Patrick to get some food for him. Squidward knows that Spongebob and Patrick feel exhausted. Spongebob and Patrick run off to get some fruits. The speaker deliberately makes the hearer tried to make him satisfied. It can assume that Squidward did not minimize the cost to Spongebob and Patrick, and Squidward also did not maximize the benefit to Spongebob and Patrick. Therefore, the types of maxim that violated by Squidward is the tact maxim of politeness principles. The last data that classified into tact maxim shown below:

**Data 3 Eps.1Dg23**

Squidward: **“I think I’m beginning to like this. Stop. [*SpongeBob stops*] Now, play me an elaborate song with this!”**

SpongeBob: “But this is just a piece of tissue paper.”

Squidward: “Oh, my. Always having to have it our way, don't we? Oh, boo-hoo. *[SpongeBob blows through the tissue to try and get it to make music]*”

The setting of the dialogue above is in Squidward's yard at noon. The conversation happens between Suidward [speaker] and Spongebob [hearer]. After Squidward's tummy feels full. Squidward told Spongebob to stop and start playing music with a piece of tissue.

Squidward utters “I think I'm beginning to like this. Stop. [*SpongeBob stops*] Now, play me an elaborate song with this!” shows that he did not minimize the cost to Spongebob and also did not maximize the benefit to him by ordering him to play a song with a piece of tissue paper. The maxim that violated by Squidward is tact maxim of politeness principles because playing music with a piece of tissue is an impossible thing to Spongebob and he should doing that.

## 2. Violation of Generosity Maxim

The generosity maxim is different from the tact maxim because this maxim is self-centred, while tact maxim is other-centred. The concept of this violation is to minimize benefit to [self/speakers] and maximize cost to [self/speakers]. The violation of the generosity maxim found in Spongebob Squarepants cartoon animation. The following is some examples of violation spoken by the characters:







#### 4. Violation of Modesty Maxim

Similar to generosity maxim, the concept of modesty maxim focuses on [self-centred]. The violation modesty maxim involves an idea to maximize praise of [self/speaker] and minimize the praise of [others/hearer]. In modesty maxim. The violation of the modesty maxim found in Spongebob Squarepants cartoon animation. The following is some examples of violation spoken by the characters:

## Data 1 Eps.5Dg.10

Squilliam: "I hear you're playing the cash register now."

Squidward: "Sometimes. Uh, how's the unibrow?"

Squilliam: "[*Waving his unibrow*] it's big and valuable. **I'm the leader of a big fancy band now, and we're supposed to play the Bubble Bowl next week.**"

The setting of the conversation above is in Squidward's house when he received a call from Squilliam. Squilliam is Squidward's rival from band class. He asked Squidward if he still join band class or not.

Squilliam says: "I'm the leader of a big fancy band now, and we're supposed to play the Bubble Bowl next week.". From the statement by Squilliam, it represented that Squilliam as the speaker praises himself by saying that he is the leader of a big fancy band to Squidward. From this case, Squilliam violated the modesty maxim because he is maximizing the praise to himself, and minimizing dispraise to himself. Then the next data that classified into modesty maxim shown below:

### Data 2 Eps.5Dg.33

Patrick: "Is mayonnaise an instrument?"

Squidward: "No, Patrick, mayonnaise is not an instrument. *[Patrick raises his hand again]* Horseradish is not an instrument, either. *[Patrick lowers his hand]* **That's fine. No one has any experience. Fortunately, I have enough talent for all of you.**"

*"[Squidward laughs. Everyone stays silent.]"*

The setting of the dialogue above is in the hall of band class. The participants of the band class already filled the room. Squidward walked up on the stage and asked the participants to settle down. After all of the participant silent, he asked how many experiences of the participants in instrumental music, and there is no one answers his question correctly.

Squidward said: “That's fine. No one has any experience. Fortunately, I have enough talent for all of you.” Showed that Squidward has the best talent than others, and no one can beat him. The type of maxim violated by Squidward is modesty maxim because he maximizes the praise to himself and minimizes the dispraise to himself.

## 5. Violation of Agreement Maxim

The agreement maxim is to minimize disagreement to [others] and maximize agreement to [others]. The violation of the agreement maxim found in SpongeBob Squarepants cartoon animation. The following is some examples of violation spoken by the characters:





into the coffin and hold a death ceremony. The mourners have arrived, but Squidward wants them to get back to their house.

Squidward utterance "I'm not your master. I'm your neighbour. Now do me a favour and stop doing me, favours!" shows that he feels angry when Spongebob keep calling him "Master". Squidward explains that he just Spongebob's neighbour. The type of maxim violated by Squidward was agreement maxim. He was minimizing agreement and maximizing disagreement because he feels disturbed when Spongebob called him "Master". The third data that classified into agreement maxim shown below:

### Data 3 Eps.3Dg11

Squidward: “What is going on out here?”

SpongeBob: “We're playing with our new reef blowers!”

Squidward: “Playing with a reef blower? That is the most childish thing I have ever heard of.”

SpongeBob: “But it's fun!”

Squidward: **“Fun?! How could playing with one of those over-sized hair dryers possibly be fun?”**

The setting of the dialogue is in Patrick's yard. The conversation occurs between Squidward [speaker] and Spongebob [hearer]. Spongebob and Patrick are playing a reef blower in front of the yard. The sound of reef blowers makes Squidward feels noisy.

The utterance by Squidward “Fun?! How could playing with one of those over-sized hair dryers possibly be fun?” shows that Squidward disagrees with Spongebob statement because according to him, playing a reef blower is not fun. It can assume that Squidward violates the agreement maxim because he minimizes





The conversation of the dialogue occurs between Spongebob and Squidward. The setting of the dialogue above is in Squidward's house. Patty feels angry because of SpongeBob and Patrick. They annoyed her by disguise and acted like Squidward. After Squidward finished repairing SpongeBob's house, he is back to the house and shocked by looking at Patty's car parking in front of his yard. Squidward quickly entered the house, and he apologized to Patty for the incident made by SpongeBob and Patrick.

Patty shows her vexation to Squidward, She says: “I wouldn't sell a house for you if you were the last Squidward on earth!!!” and walk out from Squidward’s house. The maxim violated by Patty was sympathy maxim. She is maximizing the antipathy and minimizing empathy towards Squidward because she ignited with anger. Then the next data that classified into sympathy maxim shown below:

## Data 2 Eps.1Dg.73

SpongeBob: "I can't do it!"

Squidward: **“Well, I hope you don't have any plans tonight, 'cause you're not allowed to leave that spot till I hear a song.**  
**“What’s this? Napping on the job? You're supposed to be making music for me. As punishment for this insolence, Squidward's ghost commanded you to clean out his back room.”**

From the dialogue above, the setting is in Squidward's yard. The conversation occurs between Squidward and SpongeBob. Squidward is offering SpongeBob to do impossible things like play the song with just a piece of tissue

Squidward said: “Well, I hope you don't have any plans tonight, 'cause you're not allowed to leave that spot till I hear a song”. Squidward walks away, and he left SpongeBob alone lying in the ground of Squidward's yard with the tissue on his nose. Day turns into night and day again. Squidward turned back to the yard and said “what's this? Napping on the job? You're supposed to be making music for me. As punishment for this insolence, Squidward's ghost commanded you to clean out his back room.” From the bold sentence above shows that the speaker maximizes the sense of antipathy, and minimize the sympathy to the hearer by not allowing him to leave from the yard before the speaker hears the song made by the hearer. The speaker also punishes the hearer to cleaning his backroom. From this explanation, it can assume that Squidward violated the sympathy maxim.

Second, the writer continues to analyze the intention of violation in politeness principles used by characters in *SpongeBob SquarePants*. In this case, the writer uses implicature to find the intention of the utterance used by the characters in *SpongeBob Squarepants*. The implicatures that found in this conversation cannot be categorized specifically. Because of that, the writer categorized it depend on the function. The details of this result can be seen as follows:

## 1. Showing Worry

The intention of showing worry happens in the Spongebob Squarepants cartoon animation. This implicature occurs in the violation of agreement maxim.

The details of this result can be seen as follows:

## Data 1 Eps.1Dg23

SpongeBob: “Get off him, Patrick! *[Patrick stands up]*”

Patrick: “What are you worried about? *[Patrick's butt is now imprinted on the sculpture's face]* He looks better already. *[SpongeBob & Patrick stand him up]*”

SpongeBob: **“But he still feels cold.”**

The setting of the dialogue above is in Squidward house at noon. The conversation above happened between SpongeBob and Patrick. The Squidward's sculpture was broke by them, because of the incident, the situation becomes panicked. Patrick sits on the Squidward's sculpture, and it makes SpongeBob shocked. SpongeBob told him to get off, but Patrick said to keep calm down because he thought the sculpture looks better already.

The implicature contains in the utterance by Spongebob “But he still feels cold.” The statement by SpongeBob violated the agreement maxim. Spongebob’s utterance intends to show worry because he was not sure with Patrick’s statement that the sculpture is on good condition.





## Data 1 Eps.5Dg55

Squidward: “So, if we play loud, people might think we're good. Is everybody ready? And a one, and a two, and a one, two, three, four! *[Screen cuts to the outside of the music school, and a blast of noise ensues, breaking the windows. Cuts back inside the music school, where Squidward's face is deformed beyond recognition, his shirt's been ripped, and his baton breaks]* Okay, new theory. Maybe we should play so quietly, no one can hear us.

Harold: **“Well, maybe we wouldn't sound so bad if some people didn't try to play with big, meaty claws!”**

Mr Krabs: “What did you say, punk?!”

The setting of the dialogue above is in the hall of band class at night. The conversation above happens between Harold and Mr Krab. The situation becomes chaos in the hall after the participants played music. They began to blame each other.

Harold starts to blame Mr Krabs, he says “Well, maybe we wouldn't sound so bad if some people didn't try to play with big, meaty claws!” The statement by Harold violated the approbation maxim. The implicature that uttered by Harold is to showing dislike. According to Harold’s perception, the music will be better without Mr Krabs.

#### 4. Showing Vexation

The intention of showing vexation happened in the SpongeBob Squarepants cartoon animation. It occurs in the violation of agreement maxim. The details of this result can be seen as follows:

## Data 1 Eps.1Dg.111

Squidward: “[*Groans then sighs*] SpongeBob, I have a confession to make. [*Takes off his night cap*]”

SpongeBob: “[*gasps*] You're bald?”

Squidward: **“No, I'm not bald! I'm alive! Now get rid of that tombstone and tell all your friends to go home!”**

The setting of the dialogue above is in Squidward's house at noon. The conversation above happens between Squidward and Spongebob. Spongebob makes a funeral for Squidward, Squidward feels very angry

Squidward takes off his cap, and Spongebob shocked looking at Squidward head, he thought that Squidward is bald. Squidward says “No, I'm not bald! I'm alive! Now get rid of that tombstone and tell all your friends to go home!” The statement by Squidward violated the agreement maxim. The implicature of Squidward's utterance is to showing his vexation. Squidward wants Spongebob to understand that he is still alive. With the high notes bet to Spongebob to tell the mourners to go home.

## 5. Joking

The intention of joking happened in the SpongeBob Squarepants cartoon animation. It occurs in the violation of approbation maxim. The details of this result can be seen as follows:

### Data 1 Eps.2Dg.34

SpongeBob: “[doorbell rings] Company! I hate the Company. Who's there?”

Patrick: “It's Patrick!”

SpongeBob: **“Patrick, go away! I never want to see you again! *[giggles]*”**

The setting of the dialogue above is in Spongebob's house at noon. The conversation above happens between Patrick and Spongebob. Spongebob does not act as usual because of the opposite day. Patrick visits Spongebob's house and rings the bell.

Spongebob tells Patrick by uttering “Patrick, go away! I never want to see you again! *[giggles]*” The statement above violated the approbation Maxim. The utterance by Spongebob means that he does not want to meet Patrick, but it just a joke, Spongebob teasing Patrick because he thought that Patrick knows about the opposite day.

## 6. Lying

The intention of lying happens in the SpongeBob Squarepants cartoon animation. It occurs in the violation of agreement maxim. The details of this result can be seen as follows:

**Data 1 Eps.4Dg.91**

SpongeBob: “And why are you acting so nervous? And why are you sweating so much? And why do you look so hungry? And *[grins]*”

Squidward: **“No, no, wait... it's not what you think. Th-this is a big misunderstanding. You've got to believe me, I Listen, I am telling you *[jumps up and down]* You better listen to me, SpongeBob!”**

The setting of the dialogue above is in Krusty Krabs in the early morning.

The conversation above happens between Squidward and Spongebob. Squidward wanted to eat some Krabby Patty, but he did not want Spongebob to know that Squidward likes the food so much. So Squidward decides to go to work early, but Spongebob arrived first.

Spongebob feels suspicious why Squidward looks nervous and hungry.

The utterance “No, no, wait... it's not what you think. Th-this is a big misunderstanding. You've got to believe me, and I Listen, I am telling you. You better listen to me, SpongeBob!” by Squidward shows that he is lying to Spongebob because he is ashamed to admit that Krabby Patty is delicious. He wants to hide his real feeling.

## 7. Boasting

The intention of boasting happens in the SpongeBob Squarepants cartoon animation. It occurs in the violation of modesty maxim. The details of this result can be seen as follows:

### Data 1 Eps.1Dg.26

SpongeBob: “Do you think he'll be okay?”

Patrick: “You know, you worry too much. *[the sculpture begins to melt]* **The Patrick is here and SpongeBob I know a lot about head injuries, believe me.** Hey, what's that on your shoe? *[SpongeBob looks down]*”

SpongeBob: “I don't know.”

The setting of the dialogue above is in Squidward's house at noon. The conversation above happens between Spongebob and Patrick. They are thinking about how to fix the Squidward's sculpture.

The statement “The Patrick is here and SpongeBob I know a lot about head injuries, believe me.” shows that Patrick violating the modesty maxim. The implicature meaning of Patrick’s utterance is to boasting. He acts as he knows everything about head injuries, to make Spongebob impressed. But actually, he did know about head injuries.

## 8. To Command

The intention of command happens in the SpongeBob Squarepants cartoon animation. It occurs in the violation of tact and generosity maxim. The details of this result can be seen as follows:

## Data1 Eps3.Dg.66

SpongeBob: “Wait! Wait! Wait! *[Mr. Krabs throws SpongeBob into the kitchen]*”

Mr. Krabs: **"Get back to work, we got orders waitin'!"**

Squidward: “I need a Krabby Patty.”

The setting of the dialogue above is in KrustyCrabs at noon. The conversation above happens between Mr. Crab and Spongebob. Mr. Crab not in a good mood because he lost his money

The statement “Get back to work, we got orders waitin'!” shows that Mr. Crab violating the tact maxim because he maximize the cost and minimize the

benefit to Spongebob by not allowing Spongebob to go home and throwing him to the kitchen. The implicature meaning of Mr. Crab's utterance is to command.

## Data 2 Eps.1Dg.47

Patrick: “Oh, yes, Mr Squidward's ghost! Please don't haunt us!”

SpongeBob: “We’ll do anything you want!” Just have mercy on us!

Squidward: **"Enough! Listen up; Squidward's ghost is feeling unusually generous today. He hath decided to spare you a horrible fate. All ye must do is tend to my every whim and tickle my fancy on-demand."**

SpongeBob: "Does that include."

The setting of the dialogue is in Squidward's house. After Squidward showered, he used powder all over his body. It made him look whiter like a ghost. He comes out from the bathroom, Spongebob and Patrick looked at Squidward, and it made them scared because they thought that Squidward turned into a real ghost. They scream out and hiding behind the chair. Squidward smiled evilly sees them in fear, and then he got an idea to use the moment.

In Squidward's utterance "Enough! Listen up; Squidward's ghost is feeling unusually generous today. He hath decided to spare you a horrible fate. All ye must do is tend to my every whim and tickle my fancy on-demand." The statement by Squidward shows that he is giving a command to Spongebob and Patrick to do anything he wants.

## 4. 2. Discussion

In this section of the discussion, the writer explains the results of the finding. The results are elaborated into two points. The first point is the type of



The second point is the intention of violating maxim used by the characters in Spongebob Squarepants cartoon animation. In the previous explanation shows that the characters mostly violated the agreement maxim to maximize the disagreement and minimize the agreement towards the participants. The writer used the implicature to find the intention of violating maxim. Because of implicature in the conversation cannot be categorized specifically, the writer decides to categorized the intention based on the implicature depends on the function. There are seven kinds of intention violating maxim which are to showing worry, to showing disbelieve, to showing dislike, to showing vexation, joking, lying, and boasting. The first intention of showing worry could be triggered by violating the agreement maxim. Second, the intention of showing disbelieve could be triggered by agreement maxim. Third, the intention of showing dislike could be triggered by approbation maxim. Fouth, the intention of showing vexation could be triggered by agreement maxim. Fifth, the intention of joking could be triggered by approbation maxim. Sixth, the intention of lying could be triggered by agreement maxim. Seventh, the intention of boasting could

be triggered by modesty maxim. Last, the intention of command could be triggered by tact and generosity maxim.

Two points that already explain above are related to each other. The result of the data analysis shows that violating maxim could produce impoliteness, and it depended on the intention of violating maxim done by the speaker and the effect towards the hearer caused by violating the maxim.

Politeness violations will have a bad impact on children, due to which parents need to pay attention to what their children watch. They need to guide their children closely.

The etiquette speaks politely to each other also already explain in Al Qur'an. When we speak to others, we must keep our mouth to say the good words to not hurts others feelings. Al-Qur'an ready explained in sura Al-Isra verse 53:

وَقُلْ لِعِبَادِي يَقُولُوا الَّتِي هِيَ أَحْسَنُ إِنَّ الشَّيْطَانَ يَنْزِعُ بَيْنَهُمْ إِنَّ  
الشَّيْطَانَ كَانَ لِلْإِنْسَانِ عَدُوًّا مُبِينًا ﴿٥٢﴾

“And say to My servants to say that which is best. Indeed, Satan induces [dimension] among them. Indeed, Satan is over, to mankind, a clear enemy.”

That verse shows that we should neither use harsh [impolite] words nor make exaggerated statements. We should be cool in their conversation and say only what is true and dignified despite the provoking behaviour of the opponents.

## CONCLUSION AND SUGGESTION

### a. Conclusion

Based on the finding, firstly the writer found six kinds of violation politeness principles used by the characters which are tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, sympathy maxim. Agreement maxim is the most type of maxims that are violated by the characters. The characters use the maxim to shows disagreement toward the speech partner.

50

joking, lying, and boasting. Showing dislike is the most intention that character's used to violated the maxim

## 5.2 Suggestion

The suggestion that presents in this chapter can be used as a consideration to the next researcher who interests with this topic. The writer suggests that future researchers can use another pragmatic approach in more various data. The next researcher also can combine with other theory such as speech act or other theories that relate to politeness principles. Finally, the researcher hopes this research might give a beneficial contribution and can be a reference to the next researcher who will conduct the same topic as this present study.

## REFERENCES

- Alfiana, E. O. (2016). The Maxim Violation on Mata Najwa Talk Show ‘Selebriti Pengganda Simpati’. *Journal English Departement Faculty of Humanities Diponegoro University*. Retrieved on June 2019 from <https://media.neliti.com/media/publications/191968-EN-none.pdf>
- Budiarta, I. W., & Rajistha, I. G. N. A. (2018). Politeness in “Adit dan Sopo Jarwo” Animation. *Lingua Cultura*, 12(1), 25-30. Retrieved June 2019 <https://www.semanticscholar.org/paper/Politeness-in-%22Adit-dan-Sopo-Jarwo%22-Animation-Budiarta-Rajistha/f178e16881461bf0415f3ee210c5c2df136f9016>
- Brown, P., & Levinson, S. (1987), *Politeness: Some Universals in Language Usage*. Cambridge: Cambridge University Press.
- Chaer, A., and Leonie A. (1995). *Sosiolinguistik: Perkenalan Awal*. Jakarta: Rineka Cipta
- Dewi, A. S. (2017). Maxim violation in Archie Comic. *LingTera*, 4(1), 14-22. Retrieved on June 2019. DOI: <http://dx.doi.org/10.21831/lt.v4i1.13561>
- Encyclopedia Spongebobia (n.d). Spongebob Fandom. Retrieved on April 2019: [https://spongebob.fandom.com/wiki/List\\_of\\_episodes](https://spongebob.fandom.com/wiki/List_of_episodes)
- Fadli, A. F. (2016). *The analysis of Violation Maxims in Hotel Transylvania 2 Movie*. Unpublished Thesis. Malang: Maulana Malik Ibrahim Islamic States University.
- Gazdar, G. (1979). *Pragmatics Implicative, Presupposition and Logical Form*. New York: Academia Press.
- Grice, H. P. (1975). “*Logic and Conversation.*” In: *Syntax and Semantics 3: Speech Arts*. Eds. Cole, Peter and Jerry L. Morgan. New York: Academic Press.
- Grundy, P. (1995). *Doing pragmatics*. London: Edward Arnold.
- Hidayati, F. (2013). An Analysis of the Violation of Maxims In Malam Minggu Miko Situation Comedy. *Journal Unair Anglicis.t* Volume 02 Number 01. Retrieved on June 2019 from <http://journal.unair.ac.id/download-fullpapers-anglicist4f907bbbd5full.pdf>
- Holmes, J. (1992). *An Introduction to Sociolinguistics*. England: Longman Group UK.

- Kothari, C.R. (2004). *Research Methodology: Methods and Technique*. New Delhi: New Age International.
- Lakoff, R. (1973). *The logic of politeness*. Chicago Linguistic Society 9. 292–305.
- Leech, G. (1983). *Principles of Pragmatics*. New York: Longman Group Limited.
- Levinson, S. (1983). *Conversational implicature*. In *Pragmatics*. Cambridge: Cambridge University Press
- May, J. L. (1993). *Pragmatics: An Introduction*. UK: Oxford.
- Maharani, S. A. I. (2017). Politeness Maxim of Main Character in Secret Forgiven. *Lingua Scientia*. Vol. 9
- Maurstad, T. (2009). *SpongeBob SquarePants still weird and funny after 10 years*. Dallas Morning News. Retrieved July 2019: <http://navigatorwcupa.passhe.edu/login?url>
- Mulyono, E. (2016). *Politeness Principle Analysis in Cartoon Movie Stand By Me Doraemon*. Univeritas Surakarta. Premise Journal Vol 5.
- Pande, R. (2008). *Nepalase Cartoons: Himalayan Humour Sense of Humour Series Michigan*. Universitas Michigan. Ratna Pustaka Bandar.
- Poedjosoedarmo, S. (2001). *Filsafat Bahasa*. Surakarta: Muhammadiyah University Press.
- Putri, D. P. (2018). *Violations of Leech's Maxims in Harry Potter and The Chamber of Secrets Movie (2002)*. Muhammadiyah University of Surakarta.
- Pratiwi, D. P. E. (2015). Violation of Conversation Maxim on TV Advertisement. e-Journal of Linguistics, [S.l.] ISSN 2442-7586. Retrived on June 2019 on <https://ojs.unud.ac.id/index.php/eol/article/view/14131>
- Rahardi, R. K. (2002). *Pragmatik: Kesatuan Imperatif Bahasa Indonesia*. Jakarta: Erlangga.
- Rai, S., Wasked, B., Sakalle, S., Dixit, S., & Mahore, R. (2016). Effects of cartoon programs on behavioural, habitual and communicative changes in children. *International Journal of Community Medicine and Public Health* Rai S et al. (6):1375-1378. Retrived on maret 2019 <https://ijcmph.com/index.php/ijcmph/article/view/397/386>
- Searle, J.R. (1979). *Expressions and Meaning: Studies in the Theory of Speech Acts*. Cambridge: Cambridge University Press.



