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

THESIS



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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 Squarepatns* 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.

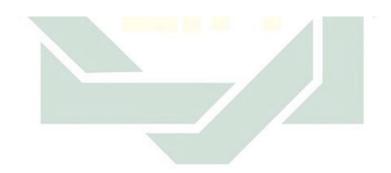
Penelitian ini adalah penelitian deskriptif-kualitatif. Penelitian ini lebih berfokus pada kata daripada angka. Selain itu, penelitian ini menggunakan teori untuk memimpin analisis sebelum mengumpulkan data. Data diambil dari transkrip enam episode animasi kartun SpongeBob Squarepants. Data dalam bentuk 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 kedermawanan, 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.

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CHAPTER I

INTRODUCTION

In this first section of this research, the researcher explains the background of the study, statement of problems, the objective of the study, the significance of the study, scope, and limitation, and definition of key terms.

1.1 Background of Study

Human needs language to communicate with others. It implies that language has a significant part of our life. It will be difficult for a human to communicate with others if they do not know about language as it is known as the way to express our feeling, to share thoughts, to regard recipient and to show solidarity (Poedjosodarmo, 2001, p.197). Human needs to have a decent conversation because of that they can have a good relationship with others.

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.

When people build communication with others, they have to know the way how to express their feelings and thoughts politely. Moreover, as a speech participants, we also have to know how to respond to the speaker politely. Lack of understanding in using the politeness principle can make a harmful impact on communication. So, to make conversation run well, people should stick to the rules of politeness principles.

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.

Animation or cartoon becomes the thing that is interesting to be watched, especially children (Rai, Waskel, Sakalle, Dixit, & Mahore, 2016, p.1375). One of the cartoon series which is adored by children is SpongeBob SquarePants as we know that SpongeBob SquarePants actually not recommended for children. So this present study analyses the violation of politeness principles used by characters in the SpongeBob Squarepants series. From this analysis, we can know what type of violation of politeness principles used in SpongeBob SquarePants.

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.

The third previous study conducted by Pratiwi (2013) entitled "Violation of Conversation Maxim on TV Advertisement". Grice's theory applied to analyze the advertisement. The writer used food advertisements aired on TV as the source of data. The results of this research showed that 70% of advertisements violate the maxim of quality. Violation maxim of manner covers 50% of advertisements, violation maxim of quantity 30%, and violation maxim of relevance 20%. The violation maxim the advertisement found in this research showed that violating the maxim can make the advertisements more attractive and have a high value.

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.

The last is "The analysis of Violation Maxims in Hotel Transylvania 2 Movie" by Fadli (2016) from Maulana Malik Ibrahim Islamic States University. The researcher used Paul Grice's theory of cooperative principle in analyzed the

types of violation of maxims in the movie. While to find the reasons of violation maxim, the writer used Leech's theory of the illocutionary function of politeness. The results of the research show that the first is four types of violation of maxims are performed by the characters in Hotel Transylvania 2 movie: quantity, quality, relevance, and manner violation of maxim. The second is that there are four reasons that lead the characters in the movie to violate the maxims: competitive, collaborative, convivial, and conflictive reason.

From the five previous research that has been mentioned above, all the writer applied cooperative principles (CP) by Grice's theory. But the object that recently had been analyzed also varies. There are some researches using movie, comic, talk show and advertisement as the research object. In order to fill the gap, the writer would conduct this research of violation maxim used politeness principles (PP) by Leech's theory. In case, from several variations of the object that has been analyzed, the writer interest to analyze the violation of politeness principles in cartoon animation on the television, the cartoon animation entitled *Spongebob Squarepants*.

Spongebob Squarepants created in California in 1999, produced by Stephen Hillenburg Whitney (cited in Tar & Brown, 2002, p.20). It's available in the Nickelodeon television network, in Indonesia, it has aired in "GTV." Since its official debut in the late spring of 1999, Spongebob Squarepants has had an incredible achievement, and there is no sign that the show will lose its popularity (Maurstad, 2009; Strauss, 2009).

The reason for the writer chosen *SpongeBob Squarepants* animation series because firstly, SpongeBob is the cartoon by Nickelodeon thal still exist in Indonesian television until now. Secondly, the writer is aware of the fact that *SpongeBob Squarepants*, as popular cartoon animation, has a big impact on children's attitudes in daily communication. The writer speculated that the conversation by the characters in this animation contains a violation of politeness.

1.2 Statement of Problems

According to the explanation of the background of the study above, the writer enthusiastically wants to find the answer to the following questions:

- 1. What are the types of politeness principles that are violated by the characters in the *Spongebob Squarepants* animation series?
- 2. What are the intentions of violating the politeness principle used by the characters in the *Spongebob Squarepants* animation series?

1.3 Significance of the Study

The expectation of the writer in this research is this study could enrich the previous study and improve the knowledge about the linguistics field. This research also can be used as additional material for teaching activities, especially in pragmatics. Besides, this research could give understanding to other writers who are interested in researching the same field. Besides, the writer also hopes this research will give the reader a better understanding of politeness principles, especially violation of politeness principles.

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.

CHAPTER II

REVIEW LITERATURE

This chapter presents the review of research and literature that relates to the topic, language that is used by the main characters in *SpongeBob SquarePants*. This chapter aims to support the concept of this study and the background in the previous chapter. This chapter presents a brief overview of the theory of politeness principle by Leech, followed by its maxim and the explanation of pragmatics, context, speech event, politeness maxim, and its violation.

2.1 Pragmatics

Pragmatics and semantics are the branches of linguistic that concern language science but on different sides. Semantics is the study of language that focuses mainly on the significance of the meaning of words in a literal sense. Whereas pragmatics is the study of the speaker's meaning (Yule, 1996, p.3), it means that this study is concerned about meaning, as said by a speaker and interpreted by a hearer. Pragmatics also studies the language in its context. In this case, the context can be a situation of context or culture of context. The utterance by the speaker can be meant for so many different meanings in a certain time and place (Thomas, 1995 p.2).

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.

1. The participant "relates to people who are speaking and whom they are

speaking to."

2. The setting or social context of interaction "relates to a place where people

are speaking."

3. The topic "it relates to something that is being talked about"

4. The function "it relates to people's reason why they are speaking."

2.3 Implicature

Understanding an utterance syntactically and semantically is not sufficient

since the meaning of an utterance can be implied. Implicature was first introduced

by Grice (1967, p. 50) as what a speaker can imply, suggest or mean as what the

literally says. Based on Gazdar (cited by Vikry, 2014, p.20), a proposition in an

utterance that implied in a context that said by the speaker is called implicature.

An implicature does not require correct conditions of the utterances. The utterance

being implied by saying something else, as to consider the following dialogue:

Dea: "Are you going to meet our friends?"

Andrew: "I have to work"

Andrew's answer implicates that he is not going to meet his friends

because he is going to work. Rather than says no, Andrew decided to implicate his

answer by saying that he has to work. His answer considered as an implicature.

The situation of the context. Implicature is different by saying the untrue

condition, and it just implied the situation. Furthermore, Levinson (1983, p.97)

explains the assumption that stated and inferred by hearer is the explanation of

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:

1. Tact Maxim

The basic idea of tact maxim in politeness principle is the participants in speech should hold to the principle to always minimizing their own benefits and maximizing other benefits in speaking activities (Leech, 1983, p.35). In this maxim, the speaker must prioritize to helping his interlocutors or speech partner. Leech (in Wijana, 1996, p.20) said that when a person's speech is longer then, the greater the person's desire to be polite to the person they are talking to. Likewise, the implicit utterances are usually more polite than direct utterances. The example of the maxim can be seen in the following sample speech:

The conversation happened between Saras [speaker] as a student, and Mr Danu [hearer] as a lecture, they passed in the lobby. The utterance by Saras expressed in a happy tone. Look at this conversation below:

When Saras meet Mr Danu in the lobby.

Saras: "Good morning, Sir."

Mr Danu: "Hello, good morning."

Saras: "Your bag looks heavy sir, let me help you to bring it"

The conversation above shows that Saras wants to hep Mr Daunu by carrying his stuff. Saras applies the tact maxim because she minimizes the cost to Mr Danu as the hearer, and maximize the benefit to him.

2. Generosity Maxim

With the maxim of generosity, participants in speech are expected to respect others. Respect for others will occur if people can reduce or minimize benefits for themselves and maximize benefits for other parties (Leech, 1983,

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 bellow:

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."

The utterances "Oh my god? I'm sorry, my condolence for your uncle" by Joni is the kind of sentence to maximize the expression of sympathy. Joni wants to make Jani not sad.

Table 2. 1 The table application of politeness principles

No	Type of Maxim	Indicator	
		Focused	
1	Tact	Cost and Benefit	Hearer
2	Generosity		Speaker
3	Approbation	Praise	Hearer
4	Modesty		Speaker
5	Agreement	Agreement by participant	
6	Sympathy	Maximize the expression of Sympathy, and minimize antipathy	

2.5 Violation in Politeness Principles

Based on the explanation of the politeness principle above, the violation politeness principle is the opposite of the theory. There are six types of violation of the politeness principle presented as follows:

1. Violation of Tact Maxim

In violation of the tact maxim, the speakers are required to "maximize the cost to [others/hearer]; minimize benefits to [others/hearer.

2. Violation of Generosity Maxim

In approbation maxim, speakers are required to "minimize the cost to [self/speaker]; maximize the benefit to [self/speaker].".

3. Violation of Approbation Maxim

In approbation maxim, speakers have to "minimize praise for {others/hearer]; maximize disrespect or criticism to [others/speaker]."

4. Violation of Modesty Maxim

In modesty maxim, speakers have to "maximize praise; minimize dispraise or self-disrespect." In other words, the partner becomes a party, given a sense of ignorance.

5. Violation of Agreement Maxim

In agreement maxim, speakers are required to "minimize the agreement [others/hearer]; maximize the disagreement to [others/hearer]". Violation of Sympathy Maxim

In sympathy maxim, speakers are required to "maximize the sense of antipathy to [others/hearer; minimize sympathy to [others/hearer]". It contains expressions of antipathy or cynicism to the speech partners.

2.6 Spongebob Squarepants

SpongeBob SquarePants was created in Burbank, California, in 1999 by producer, Stephen Hillenburg (Whitney, 2002 p.1). It is broadcasted on Nickelodeon, an American cable network. Since its debut on 1 May 1999, the series has aired over 200 episodes and is currently in its twelfth season, which premiered on 11 November 2018. The series follows the adventures of the title character and his various friends in the fictional underwater city of Bikini Bottom.

SpongeBob SquarePants aired on Nickelodeon which began running television programs in 1979, in Indonesia, it has aired in "GTV." Nickelodeon has been expanded into various audience-specific channels, including Nick, Nick Jr. and Nick at Nite. The audience-specific channels enable Nickelodeon to be very successful in appealing to multiple audiences.

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

politeness principles used by the characters in *SpongeBob Squarepants*. The data were obtained from six videos entitled: Squidward the Unfriendly Ghost, The Opposite Day, Squidville, Just One Bite, Band Geeks, and The Camping Episode

Data may appear in the form of utterances, sentences, clauses, phrases, or words that can be collected from magazines, newspapers, books, etc. (Subroto, 1992). The data of this research were taken from the utterances of the main characters in the *Spongebob Squarepants* cartoon animation.

3.2.2. Instrument

The primary instrument for this research is the writer herself. Because she managed the process from the data collection and data analysis by herself. The writer is the planner, data collector, data analyzer, and data reporter. The writer also used some supporting tools in this research, such as phone, laptop, headset, and stationery.

3.2.3. Technique of Data Collection

The following steps below are the way how the writer collected the data:

- The writer searched on (https://spongebob.fandom.com) to find the transcripts of SpongeBob SquarePants.
- The writer opened the website and clicked "transcription" on the options menu.
- 3. After the list of transcripts had been opened, the writer clicked the transcripts which were to be analyzed. The writer selected episodes in random.

- 4. The writer dragged the whole of the transcript on the website. Then, she copied and converted them to Ms Word form (Docx. File type)
- Next step, the writer searched for each episode on YouTube to get appropriate data.
- 6. The writer watched and listened to the video.
- 7. The writer read the text carefully re-check the accuracy of the movie transcription.
- 8. The writer noted the utterances, which contain a violation of politeness principles on the transcription by giving underlines and codes on the text. The writer used coding to help her in analyzing the data. The codes are as follows:

Table 3.1 The Coding of Violation Politeness Principles

No.	Types of Violation	Coding
1.	Tact Maxim	TM
2.	Generosity Maxim	GM
3.	Approbation Maxim	AM
4.	Modesty Maxim	MM
5.	Agreement Maxim	AGM
6.	Sympathy Maxim	SM

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.

After all of the data were classified, the next step is explaining and interpreting data. In this section, the writer explained the types of violation that used by the characters in Spongebob Squarepants cartoon animation, and what is the intention of the characters violated the maxim. The writer also explained the context of the dialogue

The last step is the writer summarized the analysis and made some conclusions from the result.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the findings and discussion of the violation of politeness principles used by the characters in the *SpongeBob SquarePants* animation series.

4.1 Research Findings

The findings of this research, divided into two segments based on the statement of the problems in the first chapter. The first segment is the types of politeness principle that are violated by the characters in *SpongeBob SquarePants* cartoon animation. The second segment is the intention of violating politeness principles by the characters in *SpongeBob Squarepants* cartoon animation.

4.1.1 Types of Violation Politeness Principle

In this part, the writer focuses on the utterances by the characters in *SpongeBob SquarePants* cartoon animation. Leech's theory applied to analyze the violation of politeness principles used by the characters in *SpongeBob SquarePants*. From the theory applied to analyze the transcription, the writer found all the six types of the violation of politeness principles. The result of the types of violation maxims are shown below:

1. Violation of Tact Maxim

Tact maxim is the first maxim that the writer analyzed. The concept of this violation [speaker] is required to maximize the cost to [others/hearer] and

minimize the benefit to [others/hearer]". In other words, the [speaker] becomes a beneficiary. The violation of tact maxim has a characteristic that the [speaker] does not give an option to the [hearer] to take action. The violations of the tact maxim occur in Spongebob Squarepants cartoon animation. The following is some examples of violation spoken by the characters:

Data 1 Eps1Dg.49

SpongeBob: "Does that include."

Squidward: "Quiet! Now, do as you're told! Lest ye incur the wrath

of Squidward! "

Patrick: "[whispers to SpongeBob] I think they make a cream for

that now. [SpongeBob and Patrick carry out Squidward on

his bed]"

The setting of the conversation above is in Squidward's yard ar noon. The conversation happens between Squidward, Spongebob, and Patrick.

The utterance by Squidward: "Quiet! Now, do as you're told! Lest ye incur the wrath of Squidward!" shows that Squidward as the speaker minimizes the benefit, and maximize the cost to Spongebob as the hearer. Squidward is tells Spongebob to not asking too much, and he commands Spongebob and Patrick to start carrying him with his bed. The types of maxim that violated by Squidward is tact maxim. Then the next data that classified into tact maxim shown below:

Data 2 Eps.1Dg.58

Squidward: "Perfect. Hmmm, I feel needy. [Claps his hands]

Slaves, fetcheth me some nourishment."

SpongeBob: Only the freshest, o spooky one. [Both runoff. SpongeBob

comes back with grapes A grape fresh from the vine, your

ghostliness. [Squidward eats it while SpongeBob goes and gets a banana] A banana peeled to your liking, you're in corporealness. [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 Squisward'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:

Data 1 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! "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 looks 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 [Speaker] shows that he is giving a command to Spongebob and Patrick [Hearer]. The hearer should accept the [cost] because of their offering to comply with all Squidward's wants. By this moment, it gave the speaker an opportunity. It showed that Squidward did not maximize the cost to them, and he also did not minimize the benefit to them. The types that Squidward violated was generosity maxim of politeness principles.

3. Violation of Approbation Maxim

In the violation of approbation maxim. The [speakers] are required to minimize the praise to [others/hearer] and maximize the dispraise to [others/hearer]. Similar to tact maxim, this maxim concerns with the use of politeness strategy to others-centred. The violation of the approbation maxim found in Spongebob Squarepants cartoon animation. The following is some examples of violation spoken by the characters:

Data 1 Eps.4Dg.58

SpongeBob: "Ahhhh [Squidward stretches his mouth] Eeeeee...

Oooooh-oooh"

Squidward: "Why this Krabby Patty may be the most [suddenly

angry] Horrible! Putrid! [SpongeBob's eyes turn into atomic explosions] Poorly prepared! Vile! Unappetizing! Disgusting excuse for a sandwich that has ever been my displeasure to have

slithered down my throat!

The participants of the conversations above happen between Spongebob [Hearer] and Squidward [Speaker]. The setting of the dialogue is in the kitchen of KrustyCrabs. Squidward said that he did not like Krabbypatty and never tasted it before, because of that Spongebob cooked one Krabbypatty and forced him to try it even just a tiny bit. Squidward stretched his mouth and took a small bite of the Krabbypatty and smiles. But suddenly Squidward changed his mind.

Squidward said "Why... this Krabby Patty may be the most... [Suddenly angry] Horrible! Putrid! Poorly prepared! Vile! Unappetizing! Disgusting excuse for a sandwich that has ever been my displeasure to have slithered down my

throat!" actually Spongebob should get an appreciation from Squidward. But Squidward insulted Spongebon by saying: "Horrible! Putrid! Poorly prepared! Vile! Unappetizing!" with the high tone to him. He ashamed to admit that Krabbypaty is delicious. Squidward as the speaker should not speak the unpleasant things like that because it is not polite. It can say that Squidward violated the approbation maxim because he did not minimize the dispraise; and he also did not maximize the praise to Spongebob. Then the next data that classified into approbation maxim shown below:

Data 2 Eps 2Dg.55

SpongeBob: "Hello, Squidward! Oops. I mean, goodbye,

Squidward! Aww, isn't Opposite

Day [giggles] ...terrible?" [Laughs]

Squidward: "I'll tell you what's terrible! Living next to you!

You're the worst neighbour in history!"

The setting of the conversation above is in Spongebob's yard. The participants of the conversation are Squidward and Spongebob. Squidward and Spongebob talked about the opposite day Spongebob feels excited, he tried and practised the conversation by using opposite words to Squidward.

Squidward said "I'll tell you what's terrible! Living next to you! You're the worst neighbour in history!" to Spongebob. The statement said by Squidward violates the approbation maxim because Squidward minimizes the praise and maximize dispraise to Spongebob, this sentence should not be said because it can hurt Spongebob's feelings as the hearer.

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 is 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 Squillian as the speaker praises himself by saying that he is the leader of a big fancy band to Squidward. From this case, Squlliam 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:

Data 1 Eps.6Dg.5

SpongeBob: "We are camping."

Squidward: "SpongeBob, it's not camping if you're ten feet

from your house."

The setting of the dialogue above is in SpongeBob's yard at night.

Squidward saw SpongeBob and Patrick are doing something in front of the yard.

He asked them what they were doing outside there.

SpongeBob said that he and Patrick were going to camping. Squidward feels annoyed, and he said: "SpongeBob, it's not camping if you're ten feet from your house." Squidward disagrees with SpongeBob statement because according to him, camping should be far from the house. Therefore, we can see that Squidward violated the agreement maxim because he did not minimize the disagreement and maximize the agreement toward Spongebob. Then the next data that classified into agreement maxim shown below:

Data 2 Eps.1Dg.115

SpongeBob: "Go home. [People get back on bus sadly] But I,

Master."

Squidward: "I'm not your master. I'm your neighbour. Now

do me a favour and stop doing me favours!" [Walks

off]

SpongeBob: "As you wish, master."

The setting of the dialogue is in Squidward's house. The conversation occurs between Squidward [speaker] and Spongebob [hearer]. The situation becomes chaotic because of Spongebob and Parick. They thought that Squidward died and turned into a haunting ghost, because of that they were trying to put him

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 agreement and maximizes disagreement to Spongebob. The fouth data that classified into tact maxim shown below:

Data 4 Eps.4Dg.11

SpongeBob: "[laughing from the kitchen window] Good one,

Squidward."

Squidward: "Good, what?"

SpongeBob: "Like you don't know. [hits Squidward on the back of the

head] Saying, [imitates Squidward] "I hate Krabby

Patties." [normal voice] That's hilarious! Everyone loves

Krabby Patties."

Squidward: "Yeah, well, not me."

The setting of the dialogue is in the Krusty Krabs's kitchen. The conversation occurs between Squidward [speaker] and Spongebob [hearer]. Spongebob and Squidward are talking about Krabby patty in the kitchen. Spongebob is laughing at Squidward because he says that he did not like Krabby patty.

The statement by Squidward "Yeah, well, not me." Shows that he disagree with Spongebob, Squidward says like that because he did not like Krabby Patties.

The type of maxim that violated by Squidward is the agreement maxim.

Squidward [speaker] minimize the agreement and maximize the violation to Spongebob [hearer]. The last data that classified into agreement maxim shown below:

Data 5 Eps.5Dg.36

Squidward: "Quit it".

SpongeBob: "Come on, open wide!"

Squidward: "SpongeBob, if I were trapped at the bottom of a well,

for three years, with nothing to eat but that Krabby

Patty, I'd eat my own legs first [walks out from behind the

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counter] and not just the extra ones. [Walks off as

SpongeBob follows]"

SpongeBob: "But it's good for you!"

The setting of the dialogue is in the Krusty Krabs's kitchen. The conversation occurs between Squidward [speaker] and Spongebob [hearer].

Spongebob and Squidward are talking about Krabby patty in the kitchen.

Spongebob is laughing at Squidward because he says that he did not like Krabby patty.

The statement by Squidward: "SpongeBob, if I were trapped at the bottom of a well, for three years, with nothing to eat but that Krabby Patty, I'd eat my own legs first." Shows that he is not interested with, the type of maxim that violated by Squidward is the agreement maxim. Squidward [speaker] minimize the agreement and maximize the violation to Spongebob [hearer]

6. Violation of Sympathy Maxim

The sympathy maxim is to minimize antipathy between self and other and maximize sympathy between self and other. The violation of the sympathy maxim found in Spongebob Squarepants cartoon animation. The following is some examples of violation spoken by the characters:

Data 1 Eps.2Dg.99

Squidward: "Ma'am, please! What about my house?!"

Patty: "I wouldn't sell a house for you if you were the

last Squidward on earth!!!"

Squidward: "Wait!"

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

paper. Squidward was angry because SpongeBob said he could not play some music from the 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.

4.2.1 The Intentions of Violation 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.

2. Showing disbelieve

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.6Dg.61

SpongeBob: "But I had to! It's too dangerous to play the clarinet badly

out here in the wilderness! It might attract a sea bear."

Squidward: "[in a low, cautious tone] A sea bear? Do you mean like

the ones that [In an angry tone] don't exist?!"

SpongeBob: "What are you saying?"

Squidward: "There's no such thing! They're just a myth."

The setting of the dialogue above is in SpongeBob's yard at night. The conversation above happened between SpongeBob and Squidward. Spongebob not allowing Squidward to play the clarinet because it can attract a sea bear.

Squidward said "There's no such thing! They're just a myth" The statement by Squidward shows that he violates the agreement maxim. Squidward's utterance intends to show disbelief. Squidward said that there was nothing to worry because according to him, sea bears are just a myth.

3. Showing Dislike

The intention of showing dislike 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.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 stats 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!"

45

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 Krabbypatty, 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 ashamed to admit that Krabbypatty 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! [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 KrusstyCrabs 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 looks 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

violation maxim used by the characters in the cartoon animation. Findings above show that the characters in Spongebob Squarepants use six kinds of violation maxim which are tact maxim, generosity maxim, approbation maxim, modesty maxim, and sympathy maxim. The types of violation maxim which dominate in the conversation among participant is agreement maxim, and the data which rarely appear in the conversation is generosity maxim. The character who dominates to violating the politeness principle is Squidward.

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:

"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.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter provides the final section and conclusion of this research. It concludes a brief explanation of the results of this research. This chapter also contains a suggestion for the next researcher and further research to develop knowledge related to the study.

a. Conclusion

This present study research about the violation of politeness principles used by the characters in Spongebob Squarepants cartoon animation. It concerns with types of violating politeness principles and the intention of violating maxim that shows by the characters in their conversation.

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.

Secondly, the writer identifies the used of violating maxim by distinguish character's utterance into implicature that categorized by the writers depend on the function. The writer found seven intention of violating maxim, they are to showing worry, to showing disbelieve, to showing dislike, to showing vexation,

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.

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