CHAPTER IV

FINDINGS AND DISCUSSION

In this chapter the writer delivered findings and discussion that focused on flouting maxims, which was found in testimony Dian Sidoarjo, then it was related with Grice's theory in order to answer the research problems of this study.

The findings of this study, the writer focused on the types of flouting maxims, which was produced by Dian Sidoarjo's testimony, it was done to answer the first question of this study. Then the writer described how the maxims were flouted in testimony Dian Sidoarjo, it was done to answer the second question of this study. Moreover, the writer presented the context underlying of maxims, which was flouted to know the reason of flouting maxims utteranced in testimony Dian Sidoarjo, it was done to answer the third question. Furthermore, the writer classified the analysis regarding the types of maxims. In this finding, the writer also related some verses and hadits in order to decrease flouting maxims of quality, which was implied in the Dian Sidoarjo's testimony.

In this discussion, the writer presented explanation deeply which came from the finding. Moreover, the result which came from the finding was presented in the discussion.

4. 1 Finding

Table 4.1 The Flouting of The Maxims

Flouting Maxims	Data	%
Maxim of Quantity	2,8,10,12,16,18,23	26
Maxim of Quality	1,5,7,9,11,13,14,15,19,20,22,24,25,26	53
Maxim of Manner	4,8,16	11
Maxim of Relation	3,6,12,15,17,21	20

4.1.1 Types of Flouting Maxims used in Testimony Dian Sidoarjo

The writer analyzed the utterances in Dian Sidoarjo's testimony, which is based on the theory of Grice's maxims. Those utterances were created by Dian and sometimes came from her customers. In this study, Dian Sidoarjo's testimony flouted the fourth maxims; maxim of quality, maxim of quantity, maxim of manner and maxim of relevance.

4.1.1.1 Maxim of Quality

Maxim of quality supposes that the speakers say truthfuly and sincerity or they believe to be true. In other words, the speakers are supposed to say with show some evidences, because some of people argued the information is true if it is supported by evidence but some of them ignored the rules of conversation. The speaker often says what they believe to be untrue and says in lack evidence.

Hence, this case included flouting maxim of quality. Flouting maxim of quality was showed in the following data :

Except Data 1

Customer : ***Oh iya say, minyak bulusnya cepet banget efeknya buat kulit. Cepet mulus. Bisa ngobatin gatelku yang gak hilang-hilang. Sampek bekas hitam***.

Dian : *Minyak Bulus siip* (**Data 2**)

The utterances above included Data 2, where the conversation above happened between a customer and Dian. The customer said, "*Oh iya say, minyak bulusnya cepet banget efeknya buat kulit. Cepet mulus. Bisa ngobatin gatelku yang gak hilang-hilang. Sampek bekas hitam*". The customer explained that *Minyak Bulus* was suitable for her. In each of her utterances, she did not give the evidence that her skin has been seamless and her itch was gone. Certainly, these utterances made the reader could not believe with the testimony. It mens that, she is not only showed without evidence, but also she used the hyperbole utterance. Based on Cutting's (2002) explanation that the way of flouting maxims are sometimes used used hyperbole, metaphor and irony. Thereby, the utterance, was stated by customer, showed flouting maxim of quality.

The customer should show the evidence if her statement was true. Otherwise, if the customer said without evidence, automatically it could create the reader hard to believe with her said. So that, some utterances could be true if it was supported by some evidence. Here, the true one would be known or not.

The conversation above strengthened by the context. The conversation built in the evening at 8:01 when the customer has been using Minyak Bulus which had bought in Dian Sidoarjo. Then, the customer sent BBM to Dian that Minyak Bulus was helpful for her skin. Besides for smoothing the skin, Minyak Bulus also could decrease a itch of skin.

Except Data 2

Customer   : *Siang sis, aku terlalu kurus pakai apa?*

Dian   : *Pakai Sam Yun Wan ajaa. Tahuu kann?*

Customer   : *Endak, apa sis*?

Dian   :***Terbukti menggemukkan badan lhooo. Aman dan tidak ada efek samping***.

Customer   : *Mau deh sis* **(Data 8)**

The conversation above showed data 8, where the conversation was occured in the afternoon at 12:25, between Customer and Dian. The conversation above showed flouting maxim of quality. This flouting maxim produced by Dian "*Terbukti menggemukkan badan lhoo. Aman dan tidak ada efek samping*" . These utterance was produced when her customer asked to Dian about the product that those product was beneficial to increase the weight. Based on these utterances, Dian said in lack adequate evidence. She did not show the evidence about the truthness of her product. Even though Dian also said "*Terbukti*", automatically Dian should support with evidence. It was difficult to believe her statement, although the customer bought those product. The customer bought it although she or he was doubt, the doubt about those product could be seen from customer said "*Mau deh sis*". The word of "*deh*" means that she was doubtfulness. So, it was not

rare if some of reader argued that it was untrue statement. Thus, these utterances showed Flouting maxim of quality. Flouting maxim of quality occured when the speaker constributed untrue utterances. Based on Dian utterances, she was convinced that she was telling the truth.

Except Data 3

Customer : *Sis wajahku jerawat pakai apa ya?*

Dian **:*Simple sis, pakai theraskin ajaa. Banyaak lhoo customerku yang pakai. Terbukti ampuh hilangin jerawat***

Customer : *Mau deh* **(Data 10)**

The conversation above between Dian and her customer. They discussed about avoiding acne. Data 10 above happened in the afternoon, at 12:12 when the customer consulted about her acne and wanted to use products from Dian Sidoarjo. The customer started to ask Dian *"Sis, wajahku jerawat pakai apa ya?"*. The customer hoped that Dian Sidoarjo has a solution for her acne. Then, Dian answered *"Simple sis, pakai theraskin ajaa. Banyak lhoo customerku yang pakai. Terbukti ampuh hilangin jerawat"* It means that Dian's answer was suitable with the customer question but based on this utterances could not see the evidence if theraskin could really omit acne. She broke this maxim because Dian recommended Theraskin for avoid her acne. Theraskin is cosmetics that consists of cream and soap.

Through dian's utterance showed that Theraskin was good product and best seller by said *"Banyaak lhoo customerku yang pakai. Terbukti ampuh*

hilangin jerawat" , but in every statement she did not show evidence. The evidence about the truthness of Theraskin if those product was good for skin and alot of her customer used theraskin also. By said in lack adequate evidance, some of reader could not believe what she said. Sometimes, some of people argued that it was untrue, although these conversation showed that the customer bought it. Thereby, the conversation above showed that the utterances were produced by dian included flouting maxim of quality.

Except Data 4

Kiki : ***Siang sisst, aku mau ngasih testi. Bbku turun 4kg lagi sisst, hihihihi. Seneng bangeeeetttt tau gak siihhh. Skrg BB ku 53. Nanti aku pesen lagi yahhh.***

Dian : *Jadi totalnya brp kg say*?

Kiki : *11kg loooohhhh, it's amazing buat aku sisst!!* **(Data 12)**

Data 12 above was stated by Kiki and Dian. This conversation happened in the afternoon at 12:40 when Kiki sent Blackberry Messenger to Dian in order to gave information that Kiki was really happy with Dian's product. It was called Glucogen. In this conversation, there was flouting maxim that was produced by Kiki as Dian's customer. Kiki said to Dian "*Siang sisst, aku mau ngasih testi. Bbku turun 4kg lagi sisst, hihihihi. Seneng bangeeeetttt tau gak siihhh. Skrg BB ku 53. Nanti aku pesen lagi yahhh*". When kiki stated her utterances, she showed her satisfaction about Glucugen to Dian. In Kiki's statement showed that she would buy Glucogen again. Then, Kiki invited the reader to buy Glucogen that Glucogen was helpful to decrease the weight. The utterance was produced by Kiki included

flouting maxim of quality. It was occured when Kiki gave her statement in lack

adequate evidence and Kiki said what she believe to be false. It could make the

reader difficult to believe about Kiki said. It would be different if Kiki said by

showing the evidence.

Except Data 5

Dian : *Selamat pagii sis/bun. DSC terbukti memutihkan dan menghilangkan jerawat. Wajahmu kencang cantik dan tampak perawatan padahal tidak lhooo. Mauu?. Info:cream saya gak pakek bahan murahhh, masa exp 4 bulan ya.. gak sampek tahunan seperti cream murah lainnya. Flek tebal, wajah susah putih, jerawat bandel? Perawatan pakai creamku yuk, best seller klinik*

Customer : *Banyak cream sis. Cream apa?*

Dian : *Cream pemutih only 100rb 1 paket.* **(Data 16)**

This conversation occured in the morning at 11:52. This conversation

happened during six minutes. Data 16 above started by Dian when she promoted

DSC and cream whitening by Blackberry Messenger. Dian sent in twice: first, she

promoted about DSC and second Dian gave information about cream whitening.

Flouting maxim of quality was produced by Dian "*Selamat pagii sis/bun.*

DSC terbukti memutihkan dan menghilangkan jerawat. Wajahmu kencang cantik

dan tampak perawatan padahal tidak lhooo. Mauu?. Info:cream saya gak pakek

bahan murahhh, masa exp 4 bulan ya.. gak sampek tahunan seperti cream murah

lainnya. Flek tebal, wajah susah putih, jerawat bandel? Perawatan pakai

creamku yuk, best seller klinik". This utterances could be concluded that Dian did

flouting maxim of quality. In her sentences, she convinced the reader to believe

what she said. This utterances also did not supported by evidence, it was not rare if some of people argued Dian said untrue because she gave information in lack adequate evidence and say what she believe although it was false. Even though, Dian said "*Terbukti*", it means that Dian could show those evidence. It would be better if Dian said factly and supported by evidence.

Except Data 6

Dian : "**Beautysky Magic Cream"** *Promo* **Free** *Ongkir Jawa Usir Wajah Kusam, komedo dan jerawatmu dengan beautysky magic cream*

Adreana : *Beneran? Coba deh* (**Data 18**)

The conversation between Dian and Adreana occured in the afternoon at 1:11 P.M . It happened when Dian sent information about discount of "Beautysky Magic Cream" by BBM to her customer. At that time, Adreana responded thoose information.

The first speaker was Dian, she said " "Beautysky Magic Cream Promo" Free *Ongkir Jawa Usir Wajah Kusam, komedo dan jerawatmu dengan* "beautysky magic cream" , she gave those information because she wanted her customer to know that "Beautysky Magic Cream" was being discount. This product also helpful the face became more beautiful. She told all benefits of "Beautysky Magic Cream but" all of her utterance was not supported by evidence. So, these utterance would be difficult to believe the readers. Even, these utterances argued untrue statement. Thus, this utterances were produced by Dian showed flouting maxim of quality. Flouting maxim of quality happened when the

speaker said in lack adequate evidence and the speaker said in certainly wrong. This criteria occured in Dian's utterance.

After Dian gave information about "Beautysky Magic Cream", Adreana answered "*Beneran? Coba deh*" . It was explained that Adreana was dobtful if Beautysky could decrease the dull face, blackheads and acne. Although, Adreana would buy it to prove it.

Except Data 7

Vivian   : *Mbak wajah kasar pakai apa?*

Dian   : ***Tahu sabun beras thailand? Itu terbukti melembutkan wajah lhooo. Aku pakai lhooo*** **(Data 23)**

The utterance was produced by Vivian and Dian. This interaction happened in the afternoon, exactly at 1:05. They talked about the dull face and how to decsreased it. Then Vivian sent BBM to Dian in order to get an answer what product was suitable with her problem. Vivian asked "*Mbak wajah kasar pakai apa?*" . Then Dian answered "*Tahu sabun beras thailand? Itu terbukti melembutkan wajah lhooo. Aku pakai lhooo*" . This answer showed flouting maxim of quality. Flouting maxim of quality occured when the speaker constributed in untrue utterances. It was called untrue utterances because the speaker did not show the evidence when they said. Some of people certainly did not know if Dian used it or not, so Dian should prove her utterance if she used it and those product was benefits. Here, she did not contribute in some evidence so

that, some of people were difficult to think it was true or untrue. Then, it would be argued true if the speaker supported the evidence.

Based on this explanation, Dian said without support the evidence. Even though, she said "*Itu terbukti melembutkan wajah lhoo. Aku pakai lhoo*". She could provide the real picture about her face which used Sabun Beras Thailand. Then, it would be complete maxim of quality. Dian flouted maxim of quality because she convinced to Dian that Sabun Beras Thailand was beneficial to avoid dull face. Dian also expected Vivian to believe her utterances that Sabun Beras was good quality.

Based on Data 23 above that testimony in Dian Sidoarjo Online Shop has been disobey cooperative principle. It was called flouting maxim of quality. There were seven utterances which was close flouting maxim of quality. It was argued flouting maxim of quality because the speaker or writer did not show the evidence when they gave some statement even, they talked as true. Although, all of their statement made sure the reader to believe the speaker or writer said.

4.1.1.2 Maxim of Quantity

This maxim indicates the speaker says as informative as is required and the speaker expects to say in enough information than is required. The speaker supposed to say based on the necessary, so that the speaker does not expect to say in less or more information. Thereby, if the speaker says in less or more information than is required, it is called flouting maxim of quantity. Here are the data which includes flouting maxim of quantity:

Except Data 8

Dian   : *Uda berapa yang invite say?*

Customer   : ***Banyak banget, makasih ya...Sampai sekarang ada aja yang invite, makasih ya...*(Data 1)**

The context based on the conversation happened in the evening at 5:43 when the customer had bought Jasa Kontak. Then, Dian sent Blackberry Messenger (BBM) to her customer in order to make sure that her customer's contact has increased. Jasa Kontak is a service which helped the customer/buyer to get alot of BBM contact. So that was why, the utterances were produced by customer showed that alot of BBM contact which have invited the customer. Then, the customer showed that he/she satisfied with Dian services.

Dian asked to her customer "*Uda berapa yang invite say?*". Dian implied "*Berapa yang invite?*" to her customer. It meants that Dian asked the number who had invited the customer. Then, the customer should answer "20, 50, 65, 100,or 350, etc,,". So, these answer obeyed the rules of conversation that was included maxim of quantity, but the customer did not give the right answer to Dian. The customer said "*Banyak banget, makasih ya.. Sampai sekarang ada aja yang invite, makasih yaa.*". Automatically, the customer did not give the right answer and made Dian's question unclear. Thereby, the conversation between Dian and her customer became misunderstanding. The customer answered more information than was required by Dian's question. Hence, these conversation above showed flouts maxim of quantity.

Except Data 9

Alika   : *Sis, harga Sam Yun Wan berapa?*

                    Sis, harga Sam Yun Wan berapa?

Dian   : **Sam Yun Wan terbukti membantu menggemukkan badan lhooo sis,, disini only 50rb ditempat lain mehong sis. (Data 5)**

This conversation between Alika and Dian. Alika asked *"Sis, harga Sam Yun Wan berapa?"* . Alika meants that she asked the price of Sam Yun Wan. Then, Dian answered *"Sam Yun Wan terbukti membantu menggemukkan badan lhooo sis,, disini only 50rb ditempat lain mehong sis"*. Here, Dian did not give the right answer. Her answer was too much information than was required by Alika's question. Dian should answered *"Hanya 50.000, 70.000 or 75.000"*. Actually, Dian should answer about price. Although, Alika has already known about Dian said. Thereby, Dian's utterance showed flouting maxim of quantity.

Those conversation seemed urgent. Hence, Alika sent BBM in twice. It was happened in the morning at 11:33. From the conversation above showed that Alika was really need Sam Yun Wan. She asked the price in the first. It was done by Alika may she wanted to compare the price with anothers.

Except Data 10

Customer   : *Sis, punya DSC?*

Dian   : **Adaa, DSC whitening acne, normal, gold acne. Disini only 200.000 (Data 7)**

These utterances happened in the afternoon at 12:19. The conversation was created because the customer would have bought DSC in Dian Online Shop. These conversation was starting by a customer who asked to Dian about DSC.

The customer asked to Dian "*Sis, punya DSC?*". It means that the customer asked to Dian if Dian has DSC or not. After that, Dian answered "*Adaa, DSC* whitening acne, normal, gold acne. *Disini only 200.000*". Dian was unexpected to give much information. Dian only should answer "*Punya mbak*". These answer showed maxim of quantity but here, Dian answered in many words. So, Dian's utterances included flouting maxim of quantity.

Except Data 11

Dian   : *Mbk, gimana hasil jolen?*

Eva   : ***Iya ada hasile dek*** (**Data 9**)

The utterance was stated by Dian and Eva, this dialogue happened when Dian asked to Eva about how to use Jolen. Jolen is a cream that make the skin brighter. Then, Eva said " Iya ada hasile dek" when she had used Jolen in her skin.

Here, Dian asked it because she wanted to know the result after her customer used Jolen. Meanwhile, Eva only answered "*Iya ada hasile dek*". Eva's answer was not expected for Dian's questions because she gave little information than was required by Dian asked. Eva was expected to tell the result before and after she used Jolen and also showed the result factly. Thus, these conversation

showed flouting maxim of quantity. It would be different if Eva said "*Hasilnya bagus dan cocok. Wajahku lebih kencang*", it could be called Maxim of quantity.

Except Data 12

Dian : *Gimana yang anti melasma kemarin mbk? Uda kelihatan hasilnya?*

Neni Yuliani : *Udah, Alhamdulillah* (**Data 11**)

Both of girls above was talking about Anti Melasma which has made the skin brighter. Those product was called "*Anti Melasma*". Dian Sidoarjo provided those cosmetic. Their conversation happened on wednesady at 8:45 in the evening. Dian started to ask Neni when Anti Melasma had arrived in Neni "*Gimana yang anti melasma kemarin mbk? Uda kelihatan hasilnya?*" . Dian implied that she wanted Neni to explain the result of Anti Melasma when it has been used. Then Neni answered "*udah, alhamdulillah*". Dian did not want to Neni answer like that. Dian wanted Neni to give information about the result, so that she asked "*Gimana yang anti melasma kemarin mbk?*". Then it was supported by next question "*Uda kelihatan hasilnya?*" but Neni only answered less information "*Udah, alhamdulillah*". It was refer to the last question from Dian but the first question was not answered by Neni. Thereby, the conversation above showed Flouting maxim of quantity. It would be different if Neni answered "*Anti Melasmanya cocok dan gak bikin merah di wajah. Hasilnya udah nampak*", so the utterances included maxim of quantity but here, Neni Yuliani showed flouting maxim of quantity in her answered.

Except Data 13

Dian : *Selamat ya, udah berapa lama?*

Rara : ***Udah 2 bulan,, soalnya temenku nanya aku minum apa. Pas saya bilangin cobain Rumput Kebar. Saya langsung keingat kalau saya belum sempat kabarin ke Pak Sandy tentang khasiat Rumput Kebarnya.. Alhamdulillah membawa berkah***. **(Data 13)**

The conversation above was taken from testimony. This conversation happened in the morning at 11:41 A.M when Rara has bought Rumput Kebar in Dian Sidoarjo. Dian asked Rara *"Selamat ya, udah berapa lama?"*. Dian asked Rara in order to know the benefits of *Rumput Kebar*. *Rumput Kebar* is plant that helpful for couple of married who wanted to have a children. Then Rara answered *"Udah 2 bulan,, soalnya temenku nanya aku minum apa. Pas saya bilangin cobain Rumput Kebar. Saya langsung keingat kalau saya belum sempat kabarin ke Pak Sandy tentang khasiat Rumput Kebarnya. Alhamdulillah membawa berkah"* , this answered was given by much information. Rara did not give right answer. Rara should say *"Sudah dua bulan",* it would be enough. Automaticaly, it was called maxim of quantity. Here, Rara said in flouting maxim of quantity because she added much information than was required by Dian asked.

Dian : *Pantas, hahaha. Setelah pakek Masker Spirulina ya? Sepupu ayu udah lama pakainya ya?*

Ayu : ***Kira-kira dari bulan April. 10 hari sebelum nikah, nikahnya awal mei***. **(Data 14)**

The conversation above happened between Dian and Ayu. Dian said *"Pantas, hahaha. Setelah pakek Masker Spirulina ya? Sepupu ayu udah lama pakainya ya?"*. Dian implied that she wanted to make sure that Ayu's cousin has been long time used Masker Spirulina. Then Ayu answered *"Kira-kira dari bulan April. 10 hari sebelum nikah, nikahnya awal mei"*. It showed that Ayu answered in much information, even though if Ayu said *"Iya mbk, pakainya lama sekitar 5 bulan"* it would be maxim of quantity and the conversation would be easy for the reader. There, Ayu answered much words than was required by Dian asked. Thus, the conversation above was close with flouting maxim of quantity.

This conversation also strengthened with the context in the testimony. This conversation happened when Ayu has bought Masker Spirulina in Dian Sidoarjo. Those product was used for her cousin before her cousin got married. Dian provided Masker Spirulina to the reader if it was useful for face treatment.

Customer	: *Yang di DP buat apa sis?*
Dian	: ***Korset sis, mau?***
	Gimana pemakaian DSCnya sis?
Customer	: *Lancar sis, makasih*. (**Data 15**)

It was conversation between Customer and Dian. The customer asked to Dian *"Yang d DP buat apa sis"* mean that she wanted to know the function of those product in the picture. Then Dian answered *"Korset sis, mau?"*. Automatically Dian answered in flouting maxim of quantity, because she gave less information. Even though, the customer asked about the function of product.

Her answered was not required by customer question. Dian said *"Korset sis",* in the picture showed that it was korset. All of people could see that it was korset but dian should say *"Buat mengecilkan area badan yang diinginkan sis"*, this utterance would be adequeated more by customer question but there, Dian brakes flouting maxim of quantity.

The conversation was created in the morning at 11:45. It happened when the customer saw Dian's BBM Picture then asked the function of those product. Dian also asked results of DSC that has ever been bought by her customer. This conversation happened during two minutes

Except Data 16

Kayana   : "Bamboo Slimming" *ada*?

Dian   : ***"Bamboo Slimming" membantu melangsingkan badan anda maksimal. Melalui* Bamboo *anda dapat mendapatkan ukuran badan yang sesuai dan* sexy (Data 19)**

The utterance above was stated by Kayana and Dian when Kayana asked Dian about Bamboo Slimming.. This conversation happened in the afternoon at 1:18. Kayana asked to Dian about Bamboo Slimming. She asked to dian in order to know Dian sold it or not. Kayana asked like this "Bamboo Slimming *ada*?". Then Dian answered "Bamboo Slimming *membantu melangsingkan badan anda maksimal*. Melalui Bamboo *anda dapat mendapatkan ukuran badan yang sesuai dan* sexy". This answer was not expected by Kayana question. Dian's answer as far from Kayana question. Dian did not give the right answer. Dian should say " *Iya mbk ada*" if there was "Bamboo Slimming" and Dian also could say "*Maaf*

mbk, Bamboo Slimmingnya *tidak ada"* if there was not Bamboo. This answer would support Kayana question and could be called Maxim of quantity. Here, Dian answered in too much information, while much information made the reader difficult to understand what was said. Thus, this case showed flouting maxim of quantity.

Except Data 17

Kayana   : *Sis, nambah* "grow up" *ada?*

Dian   : "**Grow Up"** *terbukti meninggikan badan, pemakaian maksimal bisa mencapai 10cm lhoo. Okee.* (**Data 20**)

The conversation above between Kayana and Dian. This conversation also showed flouting maxim of quantity. It showed when Dian gave much words in her answer "Grow Up *terbukti meninggikan badan, pemakaian maksimal bisa mencapai 10cm lhoo. Okee*". It was produced when Kayana asked firstly "*Sis, nambah* "grow up" *ada?*". This question implied that Kayana made sure if there was grouw up or not. It would be efficient if Dian said "*Ada sis*" if Dian Sidoarjo provides it, otherwise Dian could say "*Maaf sis*, "Grow Up" tidak ada" if there was not "Grow Up". Hence, Dian did flouting maxim of quantity because she wanted her customer understand more about "Grow Up" although Kayana did not expect those answer. Through gave much information, Dian promoted "Grow Up" to the reader.

This conversation occured in the afternoon, exactly at 1:15. Those conversation happened during five minutes. Both of girls talked about Grow Up.

The first speaker was Kayana when she wanted to know if there was Grow Up or not.

Except Data 18

Anton   : *Cara meninggikan badan pakai apa?*

Dian   : **Pernah tahu "Grow Up"? *Di Dian Sidoarjo termurah, tanpa efek samping.* (Data 22)**

The interaction between Anton and Dian, exactly at 12:35. Both of them talked about "Grow Up". "Grow Up" is kind of improvement body medicine. At that time, Anton asked to Dian about the product which help to elevate the body. He asked *"Cara meninggikan badan pakai apa?"*. He asked to Dian in order to find the suitable product. Then Dian answered *"Pernah tahu "Grow Up"? Di Dian Sidoarjo termurah, tanpa efek samping"*. Here Dian told in much explanation but her answers was not required by Anton. Dian could say *"Pakai* "Grow Up" *saja"*, it would be efficient and completed Anton question. Thus, her utterances lead to flouting maxim of quantity. Flouting maxim of quantity happened when the speaker gives less or much information than is required.

Except Data 19

Vivian   : *Sis, nambah* Cream *Sari*

Dian   : **Cream *sari terbukti memutihkan kulit secara alami tanpa merah diwajah. Termurah disini yaa*. (Data 24)**

Vivian and Dian talked about Cream Sari. Vivian Sent BBM to Dian because she would buy Cream Sari in Dian Sidoarjo. These conversation happened in the afternoon at 12:48. Then, Vivian said firstly "*Sis, nambah Cream Sari*" . Vivian implied that she bought Cream Sari. Dian answered "*Cream sari terbukti memutihkan kulit secara alami tanpa merah diwajah. Termurah disini yaa*". Based on this utterance, Dian flouted maxim of quantity. Dian said in too much information, even this answer was not right. Dian should says "*Oke sis*" it will be better than she said in much words. Says in much words likes the conversation above could make the reader confused to understanding those words.

Except Data 20

Vivian : *Tambah DSC juga ya mbak*

Dian : **DSC terbukti ampuh mengencangkan wajah seperti perawatan dokter yaa kann? Disini juga murahh**. **(Data 25)**

The conversation above showed Dian Flouts maxim of quantity. Dian answers in much information than is required after Vivian said *"Tambah DSC juga ya mbak"*. Vivian meants that She also bought DSC because in previous dialogue, exactly in Data 24 showed if Vivian bought Cream Sari. So that Vivian Sent BBM to Dian in order to added her shoping.

This conversation happened in the afternoon at 12:54.Then, Dian answered *"DSC terbukti ampuh mengencangkan wajah seperti perawatan dokter yaa kann? Disini juga murahh"*. Hence, Dian was argued flouting maxim of

quantity because Dian answer was not right. Actually, it would be right if Dian said *"Oke say"* then this answer becomes maxim of quantity.

Except Data 21

Santi : *Sist,,, sabunnya udah sampai 1 lusin, aku cobain, gilaaaa lembut banget, udah gitu kulitku berubah warna, padahal baru sekali pakai,, moist bgt sist mantaaaapp, aku mau lagi yaaaak 1 lusin besok kirim sist. Udah gitu aku coba pakai ke muka, ihh mukaku kenceng dan putih,, keren sisst, mau lagi.*

Dian : *Okee* **(Data 26)**

The first utterance is produced by Santi. Santi said *"Sist,,, sabunnya udah sampai 1 lusin, aku cobain, gilaaaa lembut banget, udah gitu kulitku berubah warna, padahal baru sekali pakai,, moist bgt sist mantaaaapp, aku mau lagi yaaaak 1 lusin besok kirim sist. Udah gitu aku coba pakai ke muka, ihh mukaku kenceng dan putih,, keren sisst, mau lagi."*. Santi explained that she was really satisfied with the product because those product made her skin brighter and her face became taut and white. She also would buy those product again. This utterance explained that the product has successfully made her face and skin brighter but in each of her statement there was not evidence that strengthened her said. Flouting maxim was produced by Dian. After Santi told her statement about those product. Dian answered *" Okee"*. Hence, Dian answers in flouting maxim of quantity because Dian answered in less information, even though Santi produced in many words. Actually, Dian's utterance was not needed by Santi . Dian supposed to be informativeness as is required, likes said *"Alhamdulillah*

kalau sabunnya cocok ya mbk. Oke 1 lusin ya" . It would be contribute maxim of quantity, where the conversation will be understanding more.

The conversation above happened between Santi and Dian. Santi sent BBM to Dian because the product which had been bought by Santi has come. Santi told that she had used those product and would buy again.

4.1.1.3 Maxim of Manner

This maxim hopes the speaker says orderly, briefly, avoid ambiguity, avoid obscurity and be perspicuous. The spaker must say in clearly and does not expect to say unclear, ambiguity, not brave amd obscurity. Maxim of manner must contributes in ever communication because this maxim help the hearer to easy understand. Here, if the speaker applies unclear information, it includes of flouting maxim of manner, the conversation is difficult to get the hearer. The result of data which based on flouting maxim of manner is in the following below:

Except Data 22

Kinara   : *Malam sis, hilangin bekas luka gimana?*

Dian   : ***Pakai Mailibahenling. Tahu kan? Murah tanpa efek samping***.
(Data 4)

The utterance is stated by Kinara and Dian. This conversation happened in the evening when Kinara has been wound . Then consulted to Dian what kind of product that must be used to omit the wound.Kinara asked to Dian *"Malam sis, hilangin bekas luka gimana?"*, then Dian answered *"Pakai Mailibahenling. Tahu*

kan? Murah tanpa efek samping". Dian answered is unclear because not all people knew about Mailibahenling and Dian also forces Kinara to know Meilibahenling through said *"Tahu kan?"* . Altough, Kinara did not know about Mailibahenling. So, Dian should give little explanation about Mailibahenling. Such as showed the price, how to use and what kind of Mailibahenling. Based on conversation above that Dian flouted maxim of manner.

Except Data 23

Customer   : *Siang sis, aku terlalu kurus pakai apa?*

Dian   : ***Pakai Sam Yun Wan ajaa. Tahuu kann?***

Customer   : *Endak, apa sis?*

Dian   : *Terbukti menggemukkan badan lhooo. Aman dan tidak ada efek samping*.

Customer   : *Mau deh sis* (**Data 8**)

The conversation above between Customer and Dian. The conversation above built in the afternoon at 12:25. Flouting maxim produced by Dian *"Pakai Sam Yun Wan ajaa. Tahu kan?",* when the Customer asked to her *"Siang sis, aku terlalu kurus pakai apa?"*. The customer consulted to Dian about the customer's body, that her body is thin. Then, Dian said unclear. Cause of unclear the customer said *"Endak, apa sis?"*. So, Dian should not give the clues of information but should explain deeply about Sam Yun Wan. Likes told what is Sam Yun Wan. Then the utterance *"Tahuu kan?"* It looked that Dian forces her customer to know about Sam Yun Wan. Thus, Dian flouted maxim of Manner, when the utterances is produced unclear and obscurity. It could be unclear because

the name of Sam Yun Wan could be not the name of product, may the reader assumed it name of person.

Except Data 24

Dian   :*Selamat pagii sis/bun. DSC terbukti memutihkan dan menghilangkan jerawat. Wajahmu kencang cantik dan tampak perawatan padahal tidak lhooo. Mauu?.* **Info:cream saya gak pakek bahan murahhh, masa exp 4 bulan ya.. gak sampek tahunan seperti cream murah lainnya. Flek tebal, wajah susah putih, jerawat bandel? Perawatan pakai creamku yuk, best seller klinik**

Customer   : *Banyak cream sis. Cream apa?*

Dian   : **Cream** *pemutih* **only** *100rb 1 paket.* **(Data 16)**

Flouting maxim is produced by Dian *"Info:cream saya gak pakek bahan murahhh, masa exp 4 bulan ya.. gak sampek tahunan seperti cream murah lainnya. Flek tebal, wajah susah putih, jerawat bandel? Perawatan pakai creamku yuk, best seller klinik"*. This utterances could be concluded that Dian flouted maxim of manner, because the customer statement showed the explanation that she/he unclear with Dian said. Dian told *"Info*:cream *saya gak pakek bahan murahhh, masa exp 4 bulan ya.. gak sampek tahunan seperti* cream *murah lainnya. Flek tebal, wajah susah putih, jerawat bandel? Perawatan pakai creamku yuk,* best seller *klinik"*, so that why the customer confused then answered *"Banyak cream sis, cream apa?"* because Nowadays, there were many cream that helpful people to get beauty skin. Dian should give clear information by showed the name of her product. Dian unexpected to say obscurity information, but

expected to say brief and clear. Here Dian avoid it, so this conversation also delivered flouting maxim of manner.

This conversation occured in the morning at 11:52. This conversation happened during six minutes. It started when Dian promoted DSC and cream whitening by Blackberry Messenger. Dian sent in twice: first, she promoted about DSC and second Dian gave information about cream whitening. Both of products have similar beneficial.

Based on the data above that testimony in Dian Sidoarjo was close with flouting maxim of quantity. It means that the utterances in those testimony used many words and little words. It was happened when the speaker or writer talked than was required.

4.1.1.4 Maxim of Relation

This maxim is expected the speaker says in relevant communication. The communication must be connect and relate between one and another topic. The speaker are obligated to speak organized. This maxim is helpful make the communication becomes success interaction. So, the speaker does not say irrelevant information. If the speaker says irrelevant information, it will become misunderstanding between speaker and hearer. It is called flouting maxim of relation. Flouting maxim of relation also applied in the following data :

Except Data 25

Dian   : *Iya mbak.. Pean rutinin aja mbak Sin. Jangan nunggu pas Kevin gatal-gatal.*

Customer   : **Lumayan , jerawat juga cepet kering kok. Untung gak bau, Dian** (Data 3)

The conversation above stated by Dian and her customer. Dian said that *"Iya mbk. Pean rutinin aja mbak Sin. Jangan nunggu pas Kevin gatal-gatal"*. Dian said like that in order to advice her customer to use Minyak Bulus for her son routinely. Then, her customer said *"Lumayan , jerawat juga cepet kering kok. Untung gak bau, Dian"*. Here, her customer meants that acne in her son has dried and did not creat the smell. These conversation by both of girls clearly showed irrelevant conversation altough both of them knew what were talking about.

Hence, the customer's answer unconnected with Dian said. So, this conversation appeared flouting maxim of relation. The customer was not expected to answer *"Lumayan , jerawat juga cepet kering kok. Untung gak bau, Dian"* because it was not exactly answered. The customer should respond Dian said and was not respond another topic. Likes, *"Oke Dian terimakasih infonya"*.

Dian stated in those testimony after her customer had used Minyak Bulus for customer's son. It was exactly at 4:23p.m. Then, her customer talked to Dian that Minyak Bulus was suitable with her son. According the customer's answered that she informed Minyak Bulus was good for missing acne.

Except Data 26

Nadin : *Pagi sis,* Cream *Sarinya cantik ya*

Dian : "**Dr. Skin Care**" *juga cuantik sis. Murmeerr,, mungkin mau lebih cantik lagi kannn* (**Data 6**)

Both of girls are being conversation. Nadin said to Dian "*Pagi sis,* Cream *Sarinya cantik ya*". Nadin implied that she loved Cream Sari and suit for her. Then, Dian answered " "Dr. Skin Care" *juga cuantik sis. Murmeerr,, mungkin mau lebih cantik lagi kannn*" . These answer was not expected by Nadin utterances. Dian should said *"Pagi, terimakasih Nadin"*. Here, Dian's answered is irrelevant with the topic. The topic in these conversation was "Cream Sari", where Nadin gave a statement that Cream Sari is beautiful but Dian said another answered. So, Dian's utterances argued flouting maxim of relation.

These conversation is better if supported by atmosphere. Those conversation happened in the afternoon, when Nadin sent BBM to Dian that she loved Cream Sari. She was thankful to Dian about her product. Nadin sent BBM to showed her satisfaction to Cream Sari.

Kiki :*Siang sisst, aku mau ngasih testi. Bbku turun 4kg lagi sisst, hihihihi. Seneng bangeeeetttt tau gak siihhh. Skrg BB ku 53. Nanti aku pesen lagi yahhh.*

Dian : *Jadi totalnya brp kg say?*

Kiki : *11kg loooohhhh, it's amazing buat aku sisst!!* (**Data 12**)

The utterances is stated by Kiki and Dian. This conversation happened in the afternoon at 12:40 when Kiki sent Blackberry Messenger to Dian in order to

gave information that Kiki was really happy with Dian's product. It was called Glucogen.

In this conversation, flouting maxim of relation is produced by Dian. After Kiki gave her statement about her satisfaction used Glucogen. Dian answered " *Jadi totalnya berapa kg say?"*. It can be concluded that her answer is flouting maxim of relation, because her answer is irrelevant with the previous utterances. Dian's answer is not expected by Kiki said. Dian should respons the satisfaction that is produced by Kiki, but Dian only answered *"Jadi totalnya berapa kg say?"*. Dian should say *"Siang, Alhamdulillah aku juga senang. Glucogen ternyata manjur banget ya.Aku tunggu deh orderannya lagi"* it includes Maxim of relation but here, Dian did not answer like that. Thus, her answered showed flouting maxim of relation.

Customer   : *Yang di DP buat apa sis?*

Dian   : *Korset sis, mau?*

      Gimana pemakaian DSCnya sis?

Customer   : *Lancar sis, makasih.* (**Data 15**)

The conversation built in the morning at 11:45. It happened when the customer saw Dian's BBM Picture then asked the function of those product. Dian also asked results of DSC that has ever been bought by her customer. This conversation happened during two minutes.

After Dian said *"Korset sis. Mau?"* , she was continuing her statement by asked her customer *"Gimana pemakaian DSCnya sis?"*. It was irrelevant with the previous utterances because the customer was asking about korset but Dian added information by cexplained another product, it is called DSC. Based on her utterances, it showed flouting maxim of relation, because Dian gave unnecessary additional information. Dian changed the topic by told DSC but customer asked about korset before, so that her information was not answered customer question.

Dian   : *Malam sis, gimana pemakaian DSC?*

Vivian   : **Cream Sari** *buat apa ya mbk? Mau coba nih* (**Data 17**)

The conversation above happened in the afternoon at 1:07 P.M. This conversation occured during a minute. It was dialogue between Dian and Vivian. Dian sent BBM firstly to know the result of DSC because Vivian has ever bought DSC in Dian Sidoarjo. DSC (Dr. Skin Care) is brand of whitening cream.

This conversation is begun by Dian when she asked to Vivian about the result of DSC by BBM. She asked *"Malam sis, gimana pemakaian DSC?"* then Vivian answered *"Cream Sari buat apa ya mbk? Mau coba nih"*. The utterances was produced by Vivian was disconnected with Dian question. Certainly, it was not required for Dian because Dian asked about the result but Vivian answered another topic. So that, this utterances included flouting maxim of relation because Vivian said irrelevant information. Vivian should answer *"Malam. Enak diwajah dan cocok sis",* it would be better if Vivian said like that but here, Vivian gave information that far from Dian question.

Kayana : *Sis, harga DSC berapa?*

Dian : **Pakai Cream Sari aja,, harga terjangkau dan berkualitas. Murah lhooo say.** (Data 21)

Both of girls talked about different product. Kayana asked Dian about DSC, while Dian talked about Cream Sari. This conversation happened in the aftrenoon at 1:41 when Kayana asked about the price of DSC Kayana asked to Dian "*Sis, harga DSC berapa?*". Then Dian answered *"Pakai Cream Sari aja, harga terjangkau dan berkualitas. Murah lhoo say"*. It was clearly if Dian answers was not suitable with Kayana question. Kayana asked about price of DSC ,while Dian suggested Kayana to use Cream Sari because Cream Sari cheaper than DSC. Dian should answer price of DSC too, likes " *DSC hanya 150rb, 300rb or 350rb*". It would be clear and this answer includes maxim of relation. Here, Dian answers showed flouting maxim of relation. It happened because Dian gave irreleavant answers with Kayana question.

4.1.2 The Way Maxims Flouted in Testimony Dian Sidoarjo

Maxims flouted in testimony Dian Sidoarjo were variation, such as utterances which gave too much information and less information than is required, it was called flouting maxim of quantity, utterances which is said without the evidance, it was called flouting maxim of quality, utterances which disconnected with the topic, it was called flouting maxim of relevance and utterances which gave obscurity, it was called flouting maxim of manner.

4.1.2.1 The Way Flouting Maxim of Quantity

There were two ways which was produced in flouting maxim of quantity, they are giving less information and less information.

4.1.2.1.1 Flouting Maxim of Quantity in Less Information

Some speakers who break flouting maxim of quantity, sometiems produced less information in each of utterances. Less information supported the conversation became unsuccessful. Here are the data which inluded of flouting maxim of quantity in lees information :

Dian   : *Mbk, gimana hasil jolen?*

Eva   : ***Iya ada hasile dek*** (Data 9)

Flouting maxim of quantity in less information is produced by Eva, where she said in less information meanwhile, Eva's answer was not right to answered Dian question. Eva should answer "*Jolennya cocok mbk. Creamnya meresap dan gak lengket*" becuase here, Dian asked about how the results.

Dian   :*Gimana yang anti melasma kemarin mbk? Uda kelihatan hasilnya?*

Neni Yuliani :***Udah, Alhamdulillah*** (Data 11)

The utterance which is produced by Neni Yuliani is flouting maxim of quantity in less information. Neni Yuliani said *"Udah, Alhamdulillah"* , even

though Dian asked about how and what the result of Anti Melasma which has been bought by Neni. Neni's answer is clue flouting maxim of quantity.

Customer : *Yang di DP buat apa sis?*

Dian : **Korset sis, mau? (Data 15)**

Flouting maxim of quantity in little information is produced by Dian. Dian only said *"Korset sis, mau?"*, while the customer did not those answer. Dian should explained what was the function in her DP but Dian only told the name of those product.

Santi : *Sist,,, sabunnya udah sampai 1 lusin, aku cobain, gilaaaa lembut banget, udah gitu kulitku berubah warna, padahal baru sekali pakai,, moist bgt sist mantaaaapp, aku mau lagi yaaaak 1 lusin besok kirim sist. Udah gitu aku coba pakai ke muka, ihh mukaku kenceng dan putih,, keren sisst, mau lagi.*

Dian : **Okee (Data 26)**

In 26th data showed that Dian produced flouting maxim in less information. Dian only said "Okee" to answer Santi question. Dian should answer complete based on Santi said. Santi told about her satisfaction about those product and she wanted to buy again but, Dian answers was not expected by Santi because Dian said in little words.

From the explanation above that testimony in Dian Sidoarjo above gave little information. The speaker or writer gave little information, it means that they did flouting maxim of quantity in less words way.

4.1.2.1.2 Flouting Maxim of Quantity in Much Information

Some of data below which included of flouting maxim of quantity in much information. Flouting maxim of quantity is produced to give much information by some speaker. Here are the data which showed much information:

Dian   : *Uda berapa yang* invite *say?*

Customer : ***Banyak banget, makasih ya...Sampai sekarang ada aja yang invite, makasih ya...* (Data 1)**

The conversation above showed that the customer said in much information when Dian asked about the number of person who have invited her customer. Certainly, the customer's answer was not expected by Dian.

Alika   : *Sis, harga Sam Yun Wan berapa?*
     Sis, harga Sam Yun Wan berapa?
Dian   : ***Sam Yun Wan terbukti membantu menggemukkan badan lhooo sis,, disini only 50rb ditempat lain mehong sis.* (Data 5)**

Flouting maxim of quality in much information was produced by Dian when Alika asked her about the price of Sam Yun Wan but Dian gave much information. Certainly, Dian's answer only was expected in the price not about another. It would be enough if Dian did not give another information except price.

Customer : *Sis, punya DSC?*

Dian   : ***Adaa,* DSC whitening acne, normal, gold acne. *Disini* only 200.000 (Data 7)**

Much information was produced by Dian when she answered the customer's question. Dian gave information while added another information. Even though, the customer only asked about DSC , if Dian Online Shop has DSC or not but Dian responded in much words. If Dian said "Punya" it will be more clear than she answered like the utterance above.

Dian   :*Selamat ya, udah berapa lama?*

Rara   :***Udah 2 bulan,, soalnya temenku nanya aku minum apa. Pas saya bilangin cobain Rumput Kebar. Saya langsung keingat kalau saya belum sempat kabarin ke Pak Sandy tentang khasiat Rumput Kebarnya.. Alhamdulillah membawa berkah***. (**Data 13**)

Much words was produced by Rara when she answered Dian question. Some of Rara answer was not expected by Dian because in Rara's answer also told another information. So that, Rara gave information than is required by Dian question.

Dian   : *Pantas, hahaha. Setelah pakek Masker Spirulina ya? Sepupu ayu udah lama pakainya ya?*

Ayu   : ***Kira-kira dari bulan April. 10 hari sebelum nikah, nikahnya awal mei***.(**Data 14**)

Much information has been produced by Ayu. Ayu gave explanation more than is required by Dian, even though Dian expected to Ayu only answered about period without added another information. If the speaker said likes the utterance above, Ayu's statement was useless.

Kayana   :"Bamboo Slimming" *ada?*

Dian   :***Bamboo Slimming membantu melangsingkan badan anda maksimal. Melalui Bamboo anda dapat mendapatkan ukuran badan yang sesuai dan sexy*** **(Data 19)**

The explanation more stated by Dian where Dian gave explanation more about Bamboo. Even though, Kayana only asked about Bamboo in Dian Sidoarjo, there is or not Bamboo. Here Dian explained the beneficial also, actually those information was not needed by Kayana.

Kayana   : *Sis, nambah* "grow up" *ada?*

Dian   : "**Grow Up"** *terbukti meninggikan badan, pemakaian maksimal bisa mencapai 10cm lhoo. Okee.* **(Data 20)**

Dian gave much words in her utterance. She added much words about the beneficial of Grow Up. Even though, Kayana only asked about Grow Up in Dian Sidoarjo. Actually, Dian was not expected to explain the beneficial because certainly, Kayana has already known about Grow Up.

Anton   : *Cara meninggikan badan pakai apa?*

Dian   : ***Pernah tahu* "Grow Up"? *Di Dian Sidoarjo termurah, tanpa efek samping.*** **(Data 22)**

Anton asked to Dian about how the way to elevate the body but Dian gave more explanation with told the price of those product. While, Anton wanted to Dian only said the product likes "Grow Up" and did not like the utterance above.

Vivian   : *Sis, nambah Cream Sari*

Dian   : **Cream** *sari terbukti memutihkan kulit secara alami tanpa merah diwajah. Termurah disini yaa.* **(Data 24)**

Vivian told to Dian that she bough Cream Sari but Dian answered in more explanation by added the beneficial those product. Actually, Dian must say "*oke*" or "*iya*" and did not answer like the utterance above. Says based on necessary will be better.

Vivian   :*Tambah DSC juga ya mbak*

Dian   : *DSC terbukti ampuh mengencangkan wajah seperti perawatan dokter yaa kann? Disini juga murahh.* **(Data 25)**

Vivian told to Dian that she bought DSC. Vivian expected to Dian that Dian responded Vivian question likes say "*oke*" but there, Dian gave explanation more about the beneficial of DSC. Actually, Vivian has already known about those beneficial, if Vivian did not know she would ask about the function. Here, Vivian bought DSC directly without asked the function and price.

4.1.2.2 The Way Flouting Maxim of Quality

Flouting maxim of quality is occured when the speaker says without supported with some evidence from her/his utterances and the speaker also says untrue information. The utterances which is produced by Dian and some her customer as if said in true statement. The true statement would not enough if only said, so that it is needed some evidence if each of utterances was true like showed

the real picture(without effect) from the customer if those products have helped

to make white skin,omit acne, decrease the weight and so on.

Here, the problems of flouting maxim of quality was raised in the

following data of this study which included flouting maxim of quality. The data

below was difficult to believe because mostly, in each of information said

"terbukti" but there was not evidence there. Here are the data :

Customer   : ***Oh iya say, minyak bulusnya cepet banget efeknya buat kulit. Cepet mulus. Bisa ngobatin gatelku yang gak hilang-hilang. Sampek bekas hitam***.

Dian   : *Minyak Bulus siip.* (**Data 2**)

From the conversation above that a customer did not show the evidence if

she or he has used Minyak Bulus. She did not show also if Minyak Bulus was

beneficial for the skin. She or he said as the truth.

Customer   : *Siang sis, aku terlalu kurus pakai apa?*

Dian   : *Pakai Sam Yun Wan ajaa. Tahuu kann?*

Customer   : *Endak, apa sis?*

Dian   : ***Terbukti menggemukkan badan lhooo. Aman dan tidak ada efek samping***.

Customer   : *Mau deh sis* (**Data 8**)

The utterances aboe stated by Dian. Dian's utterances was close with

flouting maxim of quality where Dian said as the true one. If Dian said "Terbukti"

she should show the real fact from her statement.

Customer   : *Sis wajahku jerawat pakai apa ya?*

Dian   : ***Simple sis, pakai theraskin ajaa. Banyaak lhoo customerku yang pakai. Terbukti ampuh hilangin jerawat***

Customer   : *Mau deh* **(Data 10)**

Kiki   :***Siang sisst, aku mau ngasih testi. Bbku turun 4kg lagi sisst, hihihihi. Seneng bangeeeetttt tau gak siihhh. Skrg BB ku 53. Nanti aku pesen lagi yahhh.***

Dian   : *Jadi totalnya brp kg say?*

Kiki   : *11kg loooohhhh, it's amazing buat aku sisst!!* **(Data 12)**

Dian   :***Selamat pagii sis/bun. DSC terbukti memutihkan dan menghilangkan jerawat. Wajahmu kencang cantik dan tampak perawatan padahal tidak lhooo. Mauu?. Info:cream saya gak pakek bahan murahhh, masa exp 4 bulan ya.. gak sampek tahunan seperti cream murah lainnya. Flek tebal, wajah susah putih, jerawat bandel? Perawatan pakai creamku yuk, best seller klinik***

Customer   : *Banyak cream sis. Cream apa?*

Dian   : *Cream pemutih only 100rb 1 paket.* **(Data 16)**

Dian   : *"**Beautysky Magic Cream**" Promo Free Ongkir Jawa Usir Wajah Kusam, komedo dan jerawatmu dengan "**Beautysky Magic Cream**"*

Adreana   : *Beneran? Coba deh* **(Data 18)**

Flouting maxim of quality was occured when the writer or speaker talked without the evidence and the speaker or writer talked as the truth fact. Although, the writer looked the true one.

4.1.2.3 The Way Flouting Maxim of Manner

Flouting maxim of manner is created when the speaker gave information in difficult to understand, unclear information, not brief , ambiguity and not orderly. While, the data in this study is produced in unclear, difficult understand, not brief and ambiguity. All of the utterances are produced by Dian. Based on

those testimony showed that some of Dian's customer was confused about what is dian said. The writer showed the data in this following below :

Kinara : *Malam sis, hilangin bekas luka gimana?*

Dian : **Pakai Mailibahenling. Tahu kan? Murah tanpa efek samping** (Data 4)

The conversation above showed that Dian gave unclear explanation. This explanation was difficult to understand by the reader because Dian told Mailibahenling without some explanation. So that, the reader did not know about Mailibahenling whether it was medicine or cream and what actually the function.

Customer : *Siang sis, aku terlalu kurus pakai apa?*
Dian : **Pakai Sam Yun Wan ajaa. Tahuu kann?**
Customer : *Endak, apa sis?*
Dian : *Terbukti menggemukkan badan lhooo. Aman dan tidak ada efek samping.*
Customer : *Mau deh sis* (Data 8)

Dian suggested to her customer by gave obscurity explanation when the customer consulted Dian to make the weight of body but Dian only told the name of product. It was called Sam Yun Wan. Dian should give explanation about those product in order to the customer understand about it.

Dian : *Selamat pagii sis/bun. DSC terbukti memutihkan dan menghilangkan jerawat. Wajahmu kencang cantik dan tampak perawatan padahal tidak lhooo. Mauu?.* **Info:cream saya gak pakek bahan murahhh, masa exp 4 bulan ya.. gak sampek tahunan seperti cream murah lainnya. Flek tebal, wajah susah**

> *putih, jerawat bandel? Perawatan pakai creamku yuk, best seller klinik*

Customer   : *Banyak cream sis. Cream apa?*

Dian   : ***Cream pemutih only 100rb 1 paket.*** **(Data 16)**

Dian said in obscurity explanation when Dian promoted the product. Dian said "Cream *Pemutih*" but did not mention the name of product. Even though, there were many products which helped the skin brighter and another products also cream. Here, there was misunderstand in this conversation when the customer was quite unclear

4.1.2.4 The Way Flouting Maxim of Relation

There are two ways flouting maxim of relation in testimony Dian Sidoarjo; change the topic conversation and give unnecessary information. The explanation more will be discussed below:

4.1.2.4.1 Flouting Maxim of Relation in Change The Topic Conversation

Flouting maxim of relation occured when the speaker change the topic when they did conversation. This phenomenon can be seen between speaker/writer and hearer/reader spoke in the different topics as the data below:

Customer   : *Yang di DP buat apa sis?*

Dian   : *Korset sis, mau?*

     Gimana pemakaian DSCnya sis?

Customer   : *Lancar sis, makasih.* **(Data 15)**

The conversation showed that Dian Changed the topic when the customer told about the product which in DP (Display Picture). Dian changed the topic by asking about DSC. Meanwhile the customer question was not fully answered by Dian, even she asked another product.

Dian   : *Malam sis, gimana pemakaian DSC*?

Vivian   : **Cream** *Sari buat apa ya mbk? Mau coba nih* **(Data 17)**

Dian asked about DSC but suddenly, Vivian asked about the function of Cream Sari. It was showed that Vivian changed the topic conversation.

Some of speaker in testimony above talked in changed the topic conversation. Some of writer did it close with flouting maxim of relation. The writer did it consiously when one writer talked about one topic but another writer talked about another topic. Although, the conversation still go on.

4.1.2.4.2 Flouting Maxim of Relation in Unnecessary Information

Flouting maxim of relation also happened when the speaker gives unnecessary additional information. Sometimes, some of people did it although the information was not expected to inform. The phenomenon raised when the speaker said about something but another speaker gives unnecessary information suddenly. It was also happen in the data below:

Dian   : *Iya mbak.. Pean rutinin aja mbak Sin. Jangan nunggu pas Kevin gatal-gatal.*

Customer : **Lumayan , jerawat juga cepet kering kok. Untung gak bau, Dian (Data 3)**

The conversation above showed that the customer gave unnecessary information which was not needed by Dian. Dian suggested the customer to use the product routinely but customer added unnecessary information which was not relate.

Nadin   : *Pagi sis, Cream Sarinya cantik ya*

Dian   : **Dr. Skin Care juga cuantik sis. Murmeerr,, mungkin mau lebih cantik lagi kannn (Data 6)**

Dian was giving another information which was not needed by Nadin. Nadin told to Dian that Cream Sari was beautiful product but Dian answer about another information. So that, Dian made the conversation disconnected.

Kiki   : *Siang sisst, aku mau ngasih testi. Bbku turun 4kg lagi sisst, hihihihi. Seneng bangeeeetttt tau gak siihhh. Skrg BB ku 53. Nanti aku pesen lagi yahhh.*

Dian   : **Jadi totalnya brp kg say?**

Kiki   : *11kg loooohhhh, it's amazing buat aku sisst!!* **(Data 12)**

Kiki told to Dian that she was really satisfied with those product. Kiki also said that her weight has educed 4kg more. Dian was expected to respond Kiki's statement but Dian asked another topic by asking about the total of weight . Dian

answer was not required by Kiki. Kiki expected Dian to responded about Kiki said and did not ask about the total of weight.

Kayana : *Sis, harga DSC berapa?*

Dian : **Pakai Cream Sari aja,, harga terjangkau dan berkualitas. Murah lhooo say.** **(Data 21)**

Dian gave another information which was not needed by Kayana. Kayana asked about the price of DSC but Dian told another product, it was Cream Sari. Dian informed to Kayana that Cream Sari was cheaper than another product.

4.1.3 The Reasons of Testimony in Dian Sidoarjo Flouted Maxims

There were many reasons why testimony in Dian Sidoarjo flouted maxims. The reason in each of data showed the following below:

4.1.3.1. To Help The Customer Understand More about The Product

The reason of speaker says in much information because the speaker expected the reader understand more about Dian's product from the utterance which has been produced. The speaker could be Dian and the customer. The speaker gave explanation in much words in order to clear about the beneficial and price. So that, those utterance included of flouting maxim of quantity becuase the utterance was produced by the speaker was not required. The reason of data which indicated to help the customer understand more about the product showed the following data which has been given bold below:

Alika : *Sis, harga Sam Yun Wan berapa?*

Sis, harga Sam Yun Wan berapa?

Dian : **Sam Yun Wan terbukti membantu menggemukkan badan lhooo**

sis,, disini only **50rb ditempat lain mehong sis**. (**Data 5**)

Dian gave more explanation because Dian expected to the reader understand more about Sam Yun Wan. In the conversation above that Dian explained the beneficial and price.

Customer : *Sis, punya DSC?*

Dian : **Adaa,** DSC whitening acne, normal, gold acne. Disini only 200.000 (**Data 7**)

Based on the conversation above that Dian told in much explanation because she wanted her customer well known with those product. Dian mentioned the kind of DSC and price.

Dian : *Selamat ya, udah berapa lama?*

Rara : **Udah 2 bulan,, soalnya temenku nanya aku minum apa. Pas saya bilangin cobain Rumput Kebar. Saya langsung keingat kalau saya belum sempat kabarin ke Pak Sandy tentang khasiat Rumput Kebarnya.. Alhamdulillah membawa berkah** (**Data 13**)

Rara helped the reader well known about Rumput Kebar. Rara added much words because she wanted the reader understand about the benefit of it.

Dian : *Pantas, hahaha. Setelah pakek Masker Spirulina ya? Sepupu ayu*

udah lama pakainya ya?

Ayu   : *Kira-kira dari bulan April. 10 hari sebelum nikah, nikahnya*

awal mei **(Data 14)**

Based on the conversation above showed that Ayu made Dian clear with her statement by told the period before and after used those product.

Kayana   :Bamboo Slimming *ada?*

Dian   :**Bamboo Slimming** *membantu melangsingkan badan anda maksimal. Melalui Bamboo anda dapat mendapatkan ukuran badan yang sesuai dan* **sexy** **(Data 19)**

The conversation above showed that Kayana asked about Bamboo in Dian Sidoarjo whether Bamboo was there or not but here, Dian added much information by gave explanation about the benefit of Bamboo.

Kayana   : *Sis, nambah* "Grow Up" *ada?*

Dian   : **Grow Up** *terbukti meninggikan badan, pemakaian maksimal*

bisa mencapai 10cm lhoo. Okee **(Data 20)**

Dian made Kayana understand about "Grow Up" by giving explanation more about it, although Kayana olny asked about "Grow Up" was there or not.

Anton   : *Cara meninggikan badan pakai apa?*

Dian   : *Pernah tahu* **Grow Up?** *Di Dian Sidoarjo termurah, tanpa efek*

samping **(Data 22)**

Dian expected Anton to understand about Grow Up. Dian explained that Grow Up in Dian was cheaper than anothers.

Vivian   : *Sis, nambah* Cream Sari

Dian   : **Cream sari *terbukti memutihkan kulit secara alami tanpa merah diwajah. Termurah disini yaa* (Data 24)**

The utterance was produced by Dian in order to make Vivian clear about Cream Sari. Cream Sari was explained more Dian by told the beneficial.

Vivian   :*Tambah DSC juga ya mbak*

Dian   : ***DSC terbukti ampuh mengencangkan wajah seperti perawatan dokter yaa kann? Disini juga murah* (Data 25)**

Dian explained to Vivian about the benefit of DSC although Vivian only said to buy those product. It was done by Dian order to Vivian understand more about DSC.

4.1.3.2. To Convey The Feeling

The reason of speaker said in less information because the speaker wanted to express the satisfaction and happiness about Dian's product and services in much words and the speaker also said in little word because she/he was lazy to typing much words and the speaker also was busy and did not long time to typing in much words. Thus, This data included flouting maxim of quantity. Here are the data which showed convey the feeling :

Data 1

Dian : *Uda berapa yang invite say?*

Customer : **Banyak banget, makasih ya...Sampai sekarang ada aja yang invite, makasih ya...**

The reason of Customer flouted maxim of quantity because she/he expresses her satisfaction with Dian services. So that, The customer said "*Makasih ya*" in twice. The conversation above also showed that the customer did not show the number, even though Dian axpected to her customer to show the number, The utterance was produced by the customer showed that she was lazy to count the number, so she only said *"Banyak banget"*

Data 2

Customer : *Oh iya say, minyak bulusnya cepet banget efeknya buat kulit. Cepet mulus. Bisa ngobatin gatelku yang gak hilang-hilang. Sampek bekas hitam.*

Dian : **Minyak Bulus siip.**

The conversation above between customer and Dian. The customer said much information about her satisfaction with those product but Dian only gave little information because Dian was lazy to say in much words. So that, she only said "Minyak bulus *Siip*".

Dian : *Mbk, gimana hasil jolen?*

Eva : **Iya ada hasile dek** (**Data 9**)

The reason of Eva flouted maxim because she was lazy to explain more about the result of Jolen. So that she only said *"Iya ada hasile dek"* in order to make simplify this conversation. Eva also has another reason, because she did not have long time to say in explanation more.

Dian : *Gimana yang anti melasma kemarin mbk? Uda kelihatan hasilnya?*

Neni Yuliani : **Udah, Alhamdulillah (Data 11)**

Neni Yuliana said "Udah Alhamdulillah" because she wanted Dian to stop asking her anymore. Neni Yuliani also expected to end the conversation.

Customer : *Yang di DP buat apa sis?*

Dian : **Korset sis, mau?**

Gimana pemakaian DSCnya sis?

Customer : *Lancar sis, makasih.* **(Data 15)**

When the customer asked about function of those product, Dian only told *"Korset sis, mau?"* because Dian was lazy to typing much words. Dian was lazy to explain deeply about those product.

Santi : *Sist,,, sabunnya udah sampai 1 lusin, aku cobain, gilaaaa lembut banget, udah gitu kulitku berubah warna, padahal baru sekali pakai,, moist bgt sist mantaaaapp, aku mau lagi yaaaak 1 lusin besok kirim sist. Udah gitu aku coba pakai ke muka, ihh mukaku kenceng dan putih,, keren sisst, mau lagi.*

Dian : **Okee (Data 26)**

Based on the conversation above showed that Dian was lazy to say anymore and can be concluded that Dian was confused to answer Santi's statement because Santi said in much words so that Dian only Said *"Okee"* because it looks that Dian only read the first line that Santi bought those product again.

4.1.3.3. To Make Sure The Reader

Customer : ***Oh iya say, minyak bulusnya cepet banget efeknya buat kulit. Cepet mulus. Bisa ngobatin gatelku yang gak hilang-hilang. Sampek bekas hitam***.

Dian : *Minyak Bulus siip.* **(Data 2)**

The reason could be seen in the utterance above which is produced by the Customer. The customer convince the reader that Minyak bulus was helpful her to decrease the itch in her body. The customer expected to the reader in order to believe what she/he said. The utterance has been produced by the customer included in flouting maxim of quality.

Customer : *Siang sis, aku terlalu kurus pakai apa?*

Dian : *Pakai Sam Yun Wan ajaa. Tahuu kann?*

Customer : *Endak, apa sis?*

Dian : ***Terbukti menggemukkan badan lhooo. Aman dan tidak ada efek samping***.

Customer : *Mau deh sis* **(Data 8)**

The reason of flouting maxim could be seen in Dian's uttearance above. Dian made sure to her customer that Sam Yun Wan in her online shop could increase the weight. Those product was safe and there was not effects when it

consumed. Dian wanted her customer believe with her said and bought it. The utterance was stated by Dian included flouting maxim of quality.

Customer : *Sis wajahku jerawat pakai apa ya?*

Dian : **Simple sis, pakai theraskin ajaa. Banyaak lhoo customerku yang pakai. Terbukti ampuh hilangin jerawat**

Customer : *Mau deh* (**Data 10**)

The reason in the conversation above was produced by Dian. Dian wanted her customer believe and interested with her product. It was called theraskin. She made sure that Theraskin was best seller where many of her customer used it and Dian made her customer to believe with her if Theraskin was useful to omit the acne. The conversation above showed flouting maxim of quality.

Kiki : **Siang sisst, aku mau ngasih testi. Bbku turun 4kg lagi sisst, hihihihi. Seneng bangeeeetttt tau gak siihhh. Skrg BB ku 53. Nanti aku pesen lagi yahhh.**

Dian : *Jadi totalnya brp kg say?*

Kiki : *11kg loooohhhh, it's amazing buat aku sisst!!* (**Data 12**)

The purpose of flouting maxim of quality above chould be seen in Kiki's utterance. Kiki said it because she wanted the reader that she could be thin than before, it caused of Dian's peoduct. So that, Kiki expected the reader to used those product because according Kiki, those product helped to loss weight in large number.

Dian   :*Selamat pagii sis/bun. DSC terbukti memutihkan dan menghilangkan jerawat. Wajahmu kencang cantik dan tampak perawatan padahal tidak lhooo. Mauu?. Info:cream saya gak pakek bahan murahhh, masa exp 4 bulan ya.. gak sampek tahunan seperti cream murah lainnya. Flek tebal, wajah susah putih, jerawat bandel? Perawatan pakai creamku yuk, best seller klinik*

Customer   : *Banyak cream sis. Cream apa?*

Dian   : *Cream pemutih only 100rb 1 paket* (**Data 15**)

The utterance was produced bcluded flouting maxim of quality. Dian made sure her customer that DSC helped people got white skin and avoid acne. Dian forced the reader to believe what she said. Dian convince the reader if people used DSC, they would feel likes treatment at a doctor. Dian also explained thta DSC was best seller product, where some of people have used it.

Dian   : "**Beautysky Magic Cream**" *Promo* **Free** *Ongkir Jawa Usir Wajah Kusam, komedo dan jerawatmu dengan* "**Beautysky Magic Cream**"

Adreana   : *Beneran? Coba deh* (**Data 18**)

Flouting maxim of quality was produced by Dian. She explained her customer that "Beautysky Magic Cream" was on discount. She made sure to her customer that those product avoid the dull face, blackheads and acne effectively. Dian expected the reader bought it as soon as.

Vivian   : *Mbak wajah kasar pakai apa?*

Dian   :*Tahu sabun beras thailand? Itu terbukti melembutkan wajah lhooo. Aku pakai lhooo* (**Data 23**)

The utterance was produced by Dian included on flouting maxim of quality. She talked her customer in order to her customer bought Dian's product. It was called Sabun Beras Thailand. Dian told to her customer that Sabun Beras Thailand was beneficial to make smooth face. Dian also showed that Sabun Beras Thailand also used by Dian.

4.1.3.4. To Make The Customer Curious with The Product

The purpose of the speaker says unclear, difficult to understand, ambiguity and not brief information in order to make the customer curious with Dian's product. Dian expected the reader became curious because the curious some of reader wanted to try with those product. The data could be seen in the following below:

Kinara   : *Malam sis, hilangin bekas luka gimana?*

Dian   : ***Pakai Mailibahenling. Tahu kan? Murah tanpa efek samping***
(Data 4)

The utterance was produced by Dian in order to make the reader curious about Mailibahenling because Dian told about Mailibahenling without another explanation and told those product was cheaper without showed the price. So that, some of the customer would prove the mercy of price and benefits through buy those product.

Customer   : *Siang sis, aku terlalu kurus pakai apa?*

Dian   : ***Pakai Sam Yun Wan ajaa. Tahuu kann?***

Customer   : *Endak, apa sis?*

Dian   : *Terbukti menggemukkan badan lhooo. Aman dan tidak ada efek samping.*

Customer   : Mau deh sis **(Data 8)**

Based on the conversation above that Dian made the reader became curious with her statement. Dian did not explain more about Sam Yun Wan but only said the name of product so that, it made the reader wanted to know about those product.

Dian   : ***Info:cream saya gak pakek bahan murahhh, masa exp 4 bulan ya.. gak sampek tahunan seperti cream murah lainnya. Flek tebal, wajah susah putih, jerawat bandel? Perawatan pakai creamku yuk, best seller klinik***

Customer   : *Banyak cream sis. Cream apa?*

Dian   : ***Cream pemutih only 100rb 1 paket*** **(Data 16)**

The reason of Dian only said "*Cream Pemutih*" because Dian expected the reader to know more about Cream Pemutih. When the reader became curious, automatically the reader will ask Dian and sometimes, some of people bought the product because they were curious to try those poduct.

4.1.3.5. To Promote The Product

The last reason which was gotten from testimony in Dian Sidoarjo because the speaker wanted to promote the product. This reason was delivered with changed the topic and gave unnecessary additional information when the

conversation was built. Hence, this reason included flouting maxim of relation. Here are the data:

Dian : *Iya mbak.. Pean rutinin aja mbak Sin. Jangan nunggu pas Kevin gatal-gatal.*

Customer : **Lumayan , jerawat juga cepet kering kok. Untung gak bau, Dian** (**Data 3**)

From the customer's statement that those product was helpful to omit the acne. So, the customer recommended those product to the others in order to use too.

Nadin : *Pagi sis, Cream Sarinya cantik ya*

Dian : **Dr. Skin Care juga cuantik sis. Murmeerr,, mungkin mau lebih cantik lagi kannn** (**Data 6**)

Based on the conversation above that Dian promoted Dr. Skin Care if Dr. Skin Care also beautiful product which help people became beautiful. Even though, Nadin asked about Cream sari but Dian answer about DSC. It means that Dian informed the reader if Dian Sidoarjo has DSC.

Kiki :*Siang sisst, aku mau ngasih testi. Bbku turun 4kg lagi sisst, hihihihi. Seneng bangeeeetttt tau gak siihhh. Skrg BB ku 53. Nanti aku pesen lagi yahhh.*

Dian : **Jadi totalnya brp kg say?**

Kiki : *11kg loooohhhh, it's amazing buat aku sisst!!* (**Data 12**)

This conversation occured in order to promote Dian's product that those product helped the person to decrease the weight. So that Dian changed another topic when Kiki gave her satisfied about those product. Dian asked about amount of weight which has already down. This utterance produced in order to inform the reader if those product could decrease the weight fastly.

Customer   : *Yang di DP buat apa sis?*

Dian   : *Korset sis, mau?*

    Gimana pemakaian DSCnya sis?

Customer   : *Lancar sis, makasih* (**Data 15**)

From the conversation above showed that Dian promoted DSC to her customer, although she changed another topic. Dian wanted the reader know that Dian also provided DSC in her online shop. She also informed to the reader if DSC was good product.

Dian   : *Malam sis, gimana pemakaian DSC?*

Vivian   : ***Cream Sari buat apa ya mbk? Mau coba nih*** (**Data 17**)

Testimony above produced because Dian Online Shop Sidoarjo wanted the reader know if Dian Sidorjo sell Cream Sari also. It can be showed when Dian asked about DSC while Vivian asked another product. It means that Vivian wanted to inform the reader if Dian provided Cream Sari also.

Kayana   : *Sis, harga DSC berapa?*

Dian   : ***Pakai Cream Sari aja,, harga terjangkau dan berkualitas.***
                Murah lhooo say **(Data 21)**

The utterannce above was arised because Dian also wanted to promote Cream Sari. Cream Sari in her online shop was cheaper and good quality. Dian suggested to Kayana if Cream Sari more beneficial than another products.

4.2 Discussion

Based on Grice theory which was used the writer to applied the data in this study. The writer found four maxims which are flouted by Testimony in Dian Sidoarjo, they are: Flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation and flouting maxim of manner. This case showed that nowadays, there were not people who thought to make good conversation, Testimony is Dian Sidoarjo was really uneffective communication although some of Dian's customer and reader understand with those conversation but the way people interact and produced utterance was wrong. The effective communication would be effective if Dian Sidoarjo obey the maxims.

From the explanation in the finding had been explained the way of flouting maxims used in Testimony Dian Sidoarjo. The way of flouting maxims produced by Dian Sidoarjo were variations such as says ucnlear, says as if the truth, change the topic and give less or much words. Actually, the communication was called

good if the participants says based on the fact, clear information, enough information and relate with topic conversation. Here, testimony in Dian Sidoarjo was far from those. It was done because Dian Sidoarjo wanted to promote her product. She wanted the reader known about each of her products.

Based on the result in the finding above could be discussed that flouting maxim of quality happened when the speaker says untrue and lack adequate evidence to made reader believe if each of products in Dian Sidoarjo was beneficial as utterance which is produced in those testimony, so Dian made the testimony was expected the readers buy her products. So that, the speaker said as true information. Flouting maxim of quantity happened when the speaker gave much and less information to convey their filling likes the speaker said in much information because the speaker was expressing the satisfaction and proud after used Dian's product. That was why, some customer gave much information. While, in those testimony showed that Dian also often gave much words because she wanted the reader understood more about those products, such as the advantages, benefits and price. Not only expressing satisfaction, this maxim was violated because the speaker was expressing their fatigue and perhaps became lazy to say in much words. Flouting maxim of manner happened when the speaker told in unclear, obscurity, ambiguity and ambiguity to make the reader confused what was literally said. This maxim often produced by Dian. She hoped if the reader was confused , automatically the reader would try and buy those products. Flouting maxim of relation happened when the speaker changed the topic to told another information. This maxim also often produced by Dian because she wanted

to promote another products and showed if in Dian Sidoarjo also provided another products.

In this discussion, the writer provided some verses and hadits about flouting maxim of quality.`There are some verses and Hadits about prohibition to speak in flouting maxim of quality, especially Moeslem. Flouting maxim of quality occurs when the speaker contributes in untrue utterances. Moreover, the speaker says without evidance. It will be difficult by hearer to believe the speaker says.

Some people who said untrue will be hated by others. Then, trust with others will be decrease and make human never keep togetherness.

Prohibition to say untrue explained in Ghafir surah, 28th verse "Actually, Allah never gave clues for human who almost speaking untrue". Also supported in Az Zumar surah, 60th verse " And in the doomsday, you will see people who lie in the name of Allah, their face become black". Some people who say untrue or promise in the name of Allah as an amplifier, those people become unbelievers who went out Islam. All of legal could be illegitimate and illegitimate can be legal by deceiver.

In Hadits also showed that human is forbidden to say untrue "Rasulullah SAW said: Actually, the honesty will show into kindness and the kindness bring to the heaven. People who are say true will be argued Allah as right people and actually say untrue became badness, and the badness bring to the hell. Human who are always say untrue will be argued by Allah as deceiver" (Hadits Riwayat

Bukhari and Muslim). Another Hadits also showed "Rasulullah SAW said: Who lie in the name of Allah intentionally, prepare your self to live in the hell" (Hadits Riwayah. Bukhari and Muslim).

This is delivered because the writer wanted the people to avoid flouting maxim of quality. Flouting maxim of quality could make the people, especially moeslem became deceiver. It means, in every the speaker's life will be argued deceiver by God, except they are who avoid flouting maxim of quality.