

Maxim violation in archie comic

Angreni Saraswati Dewi

SMA Institut Indonesia Sleman. Jl. Wonosari Km. 8, Sekarsuli, Berbah, Sleman, 55573, Indonesia

Email: dev_chocho@yahoo.co.id

Abstract

This research study aims at describing: the forms of the violation of cooperative maxims; the violation of politeness maxims used in Archie speech situation, and the way to understand maxim violations that makes the reading of the comic easier. This study used two data collection methods, namely reading comprehension and note-taking. The result of this study reveals that there is a violation of maxims both co-operative and politeness maxims. The forms of the violation of co-operative maxims are quantity, quality, relevance, and manner. The forms of the violation of politeness maxims are tact, approbation, modesty, agreement, and sympathy. The easier way to understand comics is reading verbal and nonverbal forms.

Keywords: maxim, maxim violation of co-operative, maxim violation of politeness, comic

How to Cite: Dewi, A. (2017). Maxim violation in archie comic. *LingTera*, 4(1), 14-22.

doi:<http://dx.doi.org/10.21831/lt.v4i1.13561>

Permalink/DOI: <http://dx.doi.org/10.21831/lt.v4i1.13561>

INTRODUCTION

Over the past decade, comic books have risen from relative obscurity to become one of the greatest items today. Combining the narrative, dialogue, and visual artistry, comic books are extremely popular around the world. *Archie* is a teen comic in the United States. It tells about American teenagers. The majority of characters in the stories are European Americans, though African American characters occasionally play minor roles in their daily activities, whether at home, schools, or in their common society.

Linguistically, *Archie* uses colloquial language spoken by American teenagers. It is shown in phrases such as *Watcha doin'*, *gangway*, *yikes*, *hey chuck*, and so on. These phrases appear to strengthen the naturalness of conversation in the comic. These phrases also make the language more powerful to drive readers into Archie and his friends world. One of the most interesting phenomena in the linguistic aspect is the violation of co-operative and politeness maxims. Schiffrin ((2007, p. 323) states that a maxim is a general communication principle; the application turn to specific utterances or linguistic phenomena from the results of ways to conclude senses of utterances. Dardjowidjojo (2008, p. 109) states that a

maxim is a foundation of why humans do communication. Wardhaugh (1986, p. 282) assumes that the world works according to a set of maxims or rules so that speakers or hearers do their best to make it work in that way. However, the communication world is different. There are some maxims which are relevant with this problem. They are Grice co-operative maxims (1975), and Leech politeness maxims (1983). The co-operative principle is developed by Grice (1975). Basically, a co-operative principle is a general principle in which the speakers are expected to contribute to the conversation as necessary as is needed and based on the purpose in the talk exchange (Fajaruddin, 2011; Grice, 1975, p.45). Grice classifies the co-operative principle into four types. The four maxims are quantity, quality, relevance, and manner maxims. Besides co-operative principle, Leech classifies the poli-teness principle into six types. The six maxims are tact, approbation, generosity, modesty, agreement, and sympathy maxim.

The appearance of violations of co-operative and politeness maxims has certain aims. In comics, participants usually use violation both of politeness and co-operative maxims for humor. Meanwhile, *Archie* is a comic based on daily life. Archie is the same as

ordinary people who live with human conflicts. Because of that, Archie and friends do not only use the violation of maxims for humor, but also for daily life purposes such as giving information for an angry person or revealing untrue situation.

Furthermore, components of speech underlie communication. It is based on Hymes theory. Hymes (in Gumperz & Hymes, 1972, pp.58-65) suggest that there are sixteen components which determine the form of human utterances. These sixteenth components are grouped together in relation to the eight components of setting or scene (S), participants (P), ends (E), act sequence (A), key (K), instrumentalities (I), norm of interaction (N), and genre (G), abbreviated as SPEAKING.

Meanwhile, the presence of language phenomena as violation, colloquialism, and language flirtation make the readers have to think harder to get the meaning senses of story. Campbell (via Cohn, www.thevisuallinguist.com) states that many people from non-Westernized countries find difficulty to understand the story because they do not understand the language. This makes a hard time connecting the meaning between panels.

Besides, Allen (www.goodreads.com) states that they do not understand the directions which must be supposed. They cannot seem to wrap their mind around the idea of "reading an image". Meanwhile, Campbell (2013) states that the entire task of reading comics will be difficult for people at a fundamental level. So, reading a comic needs intelligence to understand the meaning from several ways. It is from the ability of mastering phenomena of language and understanding the visual art of comics.

Based on the statements above, the research study aims at describing: the forms of the violation of cooperative maxims; the violation of politeness maxims used in Archie speech situation, and how understanding of maxim violations makes the reading of the comics easier.

METHOD

The research design used in this study is the *padan* design as described by Sudaryanto (1993, p.13). Of the two *padan techniques*, the *padan referential* is used which compares and correlates the data of co-operative and politeness violation theories. Grice (1975, pp.46-47) and Leech's theories (1983:132) are used to compare

and correlate the data of this study. Both theories are masters of violations of maxims.

Padan pragmatics can be used to compare and correlate the data with speech acts out of the data. As described above, the speech acts are used in the study as setting, participants, ends, act sequence, key, instrumentalities, norm of interaction, and genre is used to compare and correlate data.

The object of the study is maxim violation in Archie comic which is an utterance of the book (Sudaryanto, 1993, p.3; Mahsun, 2012, pp.18-19). Maxim violations used in this study are co-operative and politeness maxims. There are four violations which occur in co-operative maxims: quantity, quality, relation, and manner maxims. There are six violations which occur in the politeness maxims: tacts, generosity, approbation, modesty, agreement, and sympathy maxims. The research data are the utterances in Archie comics that consist of these maxim violations.

The data source of the research is Archie comic episode 212 which is a literature of the book (Mahsun, 2012, p. 22). The data are all the utterances by all characters of the comic. This study uses two data collection methods, namely reading comprehension and note-taking (Affifatusholihah, & Setyawan, 2016; Mahsun, 2012, p.92; Sudaryanto, 1993, pp.133-136). The phases of collecting data are as follows. the data are read comprehensively and the pragmatic aspect of maxim violation which appears in the comics is note-taking. The instrument of the study is the researcher herself (Sudaryanto, 1993, p.21). To collect the data, the researcher is assisted by the use of a computer set and stationeries (Sudaryanto, 1993, p.135). The results of the observation for data sources are noted in data cards.

The technique of analysis used in this study was *teknik padan* (Sudaryanto, 1993, p.13). In the data analysis, the following procedure was applied for verbal data and maxim violation utterances were analyzed and interpreted. For nonverbal data, postures, facial expressions, and intonations—based on the facial expressions—were analyzed and described. The data that did not contain maxim violations were ignored while the data that contained violation of maxims were sorted. The data sorting was based on the types of maxims, sub maxims, and supporting facilities. Finally, the results of the analyses were presented informally. It was through formulation using ordinary words

without marking and special symbols. It was presented with a data set that was relevant with the context (Sudaryanto, 1993, pp.145 & 155).

FINDINGS AND DISCUSSION

Based on the results of the data analyses, a number of violations of co-operative and politeness maxims can be identified. The violation of co-operative principles consists of four types. They are quantity, quality, relevance, and manner. Meanwhile, the violation of politeness maxims consists of five types. They are tact, generosity, modesty, agreement, and sympathy maxims. These types of violations of co-operative, politeness maxim, and the way of understanding maxim violation will be presented in table forms. Next, the form of violation will be described in the analyses along with examples of each violation.

The Forms of Violations of Co-operative Principles

The results of the study of the violations of co-operative principles and the way of understanding violation maxims –in abbreviation RE– are presented in the Tables 1-4. The description is as follows.

Quantity Maxim

Over-informative contribution is a waste of time (Grice, 1975, p.46). However, it is misled by a speaker to give other information that makes the addressee understand. But on the other side, it is used to hide some secret information.

Table 1

Maxim	The Form of Violation of Co-operative Principle	RE	
		Verbal	Nonverbal
Quantity	The utterance is more informative	Reading the next utterance or pervious utterance leading conversation	Seeing the character appearance Blocking word in a speech balloon Reading the characters' facial expression Reading the situation.

Characters: Veronica Lodge and Reggie Mantle

Background: The utterance took place in Veronica's home. Archie, Jughead, and Reggie took a bad way. They ruffled

Veronica's home because her father was working.

Situation: Veronica asked the armor to Reggie.

Conversation:

Veronica: That the suit of armor from the study!

Reggie: Yeah! Just call me Sir Reginald!

Grice (1975, p.46) states that if an addressee gives information more than what the speaker needs, it means that the addressee has violated the quantity maxim. From the conversation, Veronica felt angry because her friends were messing up her home. After that, she saw Reggie wearing an armor from the study room. She asked about the armor and Reggie answered with pride "Yeah! Just call me *Sir Reginald!*" This statement diverges because Veronica does not need that explanation. She only needs the certainty whether it is from the study room or not.

It is easier for the reader to understand the plot of the story from Reggie's appearance. It is appropriate with Hymes' theory. There are components of speech underlying the communication. The components of speech are setting, participants, ends, act sequence, key, instrumentalities, norm of interaction, and genre (Gumperz, & Hymes, 1972, pp.58-65). Reggie wears the armor which is from the middle age indicating the knight suit. And the setting is far from the age. So, it can be concluded that Reggie only plays the character. He violates the maxim because he wants to show to his friends that he looks cool with the armor. So, he said 'Sir Reginald' to indicate that he is of a noble family.

Quality Maxim

Table 2

Maxim	The Form of Violation of Co-operative Principle	RE	
		Verbal	Nonverbal
Quality	Obscuring conversation	There are 'Who knows?' and 'Forget that' utterances. It shows passiveness Reading the next utterance or pervious utterance leading to conversation	The characters change the topic of conversation. Reading the characters' face expression and their postures. Reading the situation

The quality maxim demands the participant of the speech act to give true information. Participants in the speech situation must give the

right contribution based on real evidences (Grice, 1975, p.46). But, sometimes, the participants in the comic diverge from the maxim.

The violation of quality maxims in obscuring conversation is as follows.

Characters: Archie Andrews and Moose Mason
 Background: The dialogue took place in the road. Moose was beating up Reggie so he and the board of the gate flew up. Archie found him because he knew that the rough and wild manner was Moose.

Situation: Archie was in a fighting situation.

Conversation:

Archie: Hey, Moose! Cut it out!

Moose: Duhh.h! How'd ya know I wuz here, Arch?

Archie: Just a lucky guess!

As the utterances show, Archie uses 'Just a lucky guess!' to respond to Moose's question because he does not want to tell the truth. If he tells the truth, he will get trouble as faced by Reggie. Grice (1975, pp.46-48) states that if someone tells something false, he is potentially dishonest. The first and second panels describe the wildness of Moose's behavior. He is really rough. He hits Reggie hard until the board of the gate in the side of the road flies and the verbal sign 'POW!' is written in very large letters. 'POW!' is sound lettering which is used to dramatize a scene.

Next, the supporting picture is a facial expression of the characters. A facial expression is a part of speech component – namely *key* (Gumperz & Hymes, 1972, pp.58-65). *Key* is introduced to provide for the tone, manner, or spirit in which an act is done. The emotional factor also influences the utterance; serious, boasting, sarcastic, etc. The speakers' situation is signed by behavior, facial expression, movement, etc. Archie, in this context, gives uncommon reaction to hide something. It can be shown in his facial expressions. He raises his eye balls, lowers his eyebrow, and curves his mouth showing something to hide. He does not want to take a risk.

Relevance Maxim

A relevance maxim demands the participant of the speech act to give relevant contribution (Grice, 1975, p.46). Participants have to give relevant contribution based on a topic in the speech situation. But, sometimes, the participants in the comic diverge from the

maxim. The violation of the relevance maxim is as follows.

Table 3

Maxim	The Form of Violation of Co-operative Principle	RE	
		Verbal	Nonverbal
Relevance	Out of topic	Reading the next utterance or previous utterance leading to conversation	Blocking words in a speech balloon. Reading the characters' face expression Reading situation in speech act.

Characters: Archie Andrews, Jughead Jones, and Veronica Lodge.

Background: The dialogue took place in the school yard. Archie, Jughead, and Veronica spied someone who rang the fire alarm. They did this because they did not want to be accused as a perpetrator.

Situation: Archie spied a perpetrator.

Conversation:

After school

Jughead: I'm hungry!

Veronica: How long do we have to stay here, little Archie?

Archie: Shhh!

Archie: I'm watching two suspects already!

Jughead: And they're probably watching you just as hard!

Archie: I'm watching Blue-Tooth Baker and Weasel Williams!

Jughead: and I'm going to watch a hamburger in the chocklit shoppe!

The violation has been done in the dialogue above. Jughead has mislead the utterance for 'and I'm going to watch a hamburger in the chocklit shoppe!'. Jughead is already getting hungry so he utters the irrelevant words towards his friends. Both Archie and Veronica do not care with his utterance because they really want to find the suspect.

The picture also supports Archie and Veronica's behavior. They do not care what Jughead says. They still keep their eyes on one sight. It makes Jughead feel annoyed till he says irrelevant utterances. Jughead's facial expression indicates his frustration.

Manner Maxim

Table 4

Maxim	The Form of Violation of Co-operative Principle	RE	
		Verbal	Nonverbal
Manne r	Complicated speech	There are coil utterances in each panel. Reading the next utterance or previous utterance leading to conversation	Reading the characters' face expression and their postures. Understanding the characteristics of each figure.

A manner maxim demands the participant of the speech act to avoid obscurity of expression, ambiguity, unnecessary prolixity, and orderliness. Participants have to give brief, orderliness, and clear contribution based on the conversation which has happened (Grice, 1975, p. 46). But, sometimes, the participants in the comic diverge from the maxim.

The violation of manner maxim in a complicated speech form is as follows.

Characters: Fred Andrews, Mary Andrews, and Archie Andrews

Background: The dialogue took place in the living room. Mr. Andrews was reading a newspaper and Mrs. Andrews was sitting beside her husband in a different direction. Archie stood beside his father with a pale face.

Situation: Showing a bad score

Conversation:

Archie: Pop! Do you believe in heredity?

Father: Of course I do!

Father: You've inherited certain physical and mental abilities!

Archie: I take after you and mom huh?

Father: You may have your mother's looks, but you've got your father's brains!

Archie: Gee, Pop. ... Aren't you ashamed of this zero I got?

The utterance misleads the other participants because it makes the other feel confused. Grice (1975, p.47) states that a speaker expects the addressee's contribution to make it clear what contribution he is making, and to execute his performance with a reasonable dispatch. Archie does not convey the problem directly. He must take other ways to arrive at the actual purpose. He does this way

because Archie is afraid of his father's anger because he gets a zero.

Besides, Archie's facial expression indicates that he must think of hard how to make his father feel comfortable when he conveys his bad score. Therefore, he has to create nice utterances which make his father happy. All the panels help to understand the event in the speech act.

The Forms of Violations of Politeness Maxims

The results of the data analyses of the violations of the politeness principles and the way understanding maxim violation –in abbreviation RE– are presented in Tables 5-9. The description is as follows.

Tact Maxim

Table 5

Maxim	The Form of Violation of Politeness Maxim	RE	
		Verbal	Nonverbal
Tact	To impose someone	Reading the next utterance or previous utterance leading to conversation	Reading the characters' face expression. Reading situation in the conversation. Reading the setting of the utterance.

A tact maxim emphasizes every speaker to minimize cost to others, or maximize benefit to others (Leech, 1983, p.107). The form of tact maxim violation to impose someone is as follows.

Characters: Archie Andrews and Moose Mason.

Background: The dialogue took place in the road. Archie met Moose in the road when he beat up Reggie. He felt upset with Moose's behavior.

Situation: Moose snapped at Archie because he praised Midge.

Conversation:

Moose: You gettin' any ideas?

Archie: Moose!... No! you're jumping yo conclusions again!

Leech (1983, p.107) states that the tact maxim applies to directive and commissive categories of illocutions. Indirect illocutions tend to be more polite because they increase the degree of optionality and, the more indirect an illocution is, the more diminished and tentative its force tends to be. The violation of tact

maxims appears in Moose’s utterance. The utterance ‘You getting’ any ideas?’ is impolite because it looks that the addresser imposes his longing and it shows direct expressions. Besides, he wants Archie to be afraid of him.

The supporting situations which show the addresser imposing the addressee are facial expressions and postures of both of them. Moose’s facial expression indicates that he is angry with Archie’s statement. Archie’s facial expression indicates that he is afraid of Moose’s behavior. He is really surprised because Moose pulls his shirt and lifts his up into the air. The setting of the conversation is on a quiet street. It is an informal area where someone can do anything. Besides, the figures have the goal to solve a problem but it fails. The norm of speech has been used in the conversation but it is violated. The figures perform the conversation directly. This finding is appropriate with Hymes’s theory –SPEAKING.

Approbation Maxim

An approbation maxim emphasizes the speaker to minimize dispraises of others and maximize praises of others (Leech, 1983, p.133).

Table 6

Maxim	The Form of Violation of Politeness Maxim	RE	
		Verbal	Nonverbal
Approbation	To dispraise someone	Reading the next utterance or previous utterance leading to conversation The utterance use of extra-large words.	Reading the characters’ face expression. Reading the situation Understanding the characteristics of figures. Blocking words in a speech balloon The speech balloon is in explosion shape.

The form of approbation maxim violation to dispraise someone is as follows.

Characters: Archie Andrews, Reggie Mantle, and Jughead Jones.

Background: The dialogue took place in the sport hall. There are sport tools, a door, and a wardrobe. There are Archie, Jughead, Reggie, Coach Kleats, and Freddie.

Situation: Jughead, Archie, and Reggie hate Freddie because of his arrogance.

Conversation:

Sometimes you want something so badly, you’ll do almost anything to achieve it! Such was the case with coach Kleats ...

Archie: That new kid, Freddie is almost as small as Dilton!

Jughead: Maybe so, but what he lacks in size, he makes up in rottenness!

Reggie: The little wimp’s got a mouth on him like a torn pocket!

Reggie: He’s too small for me to fight but I’d like to swat him like I would any other insect!

The maxim of approbation applies to impositive and commissive speech acts (Leech, 1983, p.133). There are several violations that have been done in the conversation. The utterances have been done by Jughead and Reggie. ‘he makes up in rottenness!’, ‘The little wimp’s got a mouth on him like a torn pocket!’, and ‘I’d like to swat him like I would any other insect!’ are impolite utterances. Those utterances have the purpose to dispraise Freddie who is a new student in Riverdale high school. They want to dispraise Freddie because of his arrogance. Although, there is ‘would’ which perceives polite utterances, their actions do not indicate it. It can be found in their facial expressions. Jughead, Archie, and Reggie’s facial expressions indicate that he hates Freddie. Besides, the previous utterance also helps to find why they are angry at Freddie.

Modesty Maxim

Table 7

Maxim	The Form of Violation of Politeness Maxim	RE	
		Verbal	Nonverbal
Modesty	To show arrogance	Reading the next utterance or previous utterance leading to conversation	Blocking words in a speech balloon Reading the characters’ face expression. Reading the situation Understanding the characteristics of figures.

A modesty maxim emphasizes the speaker to minimize praises of self and maximize dispraises of self (Leech, 1983, p.136). Therefore, if someone gets praises from others, he/she expects to minimize his/her praise. If he/she maximizes her/his praise, it means that

he/she shows arrogance. The form of modesty maxim violation to show arrogance is as follow.

Characters: Archie Andrews

Background: The utterance took place in Archie's bedroom. There are a chair, a table, school tools, and a window.

Situation: He talks about his ability.

Conversation:

Archie: There are several methods of doing one's homework ...

Archie: ... And I'm the expert who knows 'em all !!

Modesty maxim emphasizes the speaker to minimize praises of self and maximize dispraises of self (Leech, 1983, p.136). Archie violates the utterance because he shows to the reader that he is the expert of school activities. He said '... And I'm the expert' because he can solve several problems related to school activities. He thinks that everything related to school is his field.

His facial expression also shows that he is the only one student who can solve the problems. Besides, he wears the scientist clothes. The scientist clothes can help the readers to understand the actor's mind; why he says the utterance. This finding is appropriate with Hymes' theory.

Agreement Maxim

Table 8

Maxim	The Form of Violation of Politeness Maxim	RE	
		Verbal	Nonverbal
Agreement	Opposed to addressee	Reading the next utterance or previous utterance leading to conversation Additional words to indicate situation. (Crunch!, Snap!, Cracle!, Pop!, and Wap!)	Blocking words in a speech balloon Reading the characters' face expression. Reading situation and setting from the utterance.

The maxim of agreement demands the speaker to maximize agreement and minimize disagreement of both speakers (Leech, 1983, p.132). Archie uses the violation maxim of agreement in several forms. This is to oppose someone. Forms of opposing to someone are as follows.

Characters: Veronica Lodge, Archie Andrews, and Jughead Jones.

Background: The utterance took place in Veronica's home. Archie, Jughead, and Reggie took a bad way. They ruffled Veronica's home because her father was working.

Situation: visiting Veronica's home

Conversation:

Veronica: Would you two calm down?! Just because daddy's not here is no reason to go wild!

Archie: Of course it is!

Jughead: Over here Arch!

Archie: We could never do this if he were here! That's what makes it fun! TOSS IT, JUG!

The maxim of agreement demands the speaker to maximize the agreement and minimize the disagreement of both speakers (Leech, 1983, p.132). From the conversation above, Archie is violating the agreement maxim. The utterance "We could never do this if he were here! That's what makes it fun! TOSS IT, JUG!" is diverged because in the context of conversation he disagrees with Veronica's warning. Although there are "could" and "were" as politeness language markers, in context, Archie has diverged the utterance. If Archie agrees with Veronica's warning, he will do what Veronica wants.

The actor's expression also helps the readers to find why the violation of the agreement maxim occurs in the conversation. Veronica's facial expression indicates that she is upset and angry because her friends do not listen to her statement. They still play indoor and make the room as a war area. This finding is appropriate with Hymes' theory –SPEAKING.

Sympathy Maxim

Table 9

Maxim	The Form of Violation of Politeness Maxim	RE	
		Verbal	Nonverbal
Sympathy	Antipathy to addressee	Reading the next utterance or previous utterance leading to conversation	Blocking words in a speech balloon Reading the characters' face expression. Reading the situation Understanding the characteristics of figures.

The sympathy maxim demands the speaker to maximize sympathy or minimize antipathy (Leech, 1983, p.132). Archie uses violation of the sympathy maxim to show antipathy to the listener. Forms of antipathy to the listener are as follows.

Characters: Archie Andrews

Background: The utterance took place in Archie's bedroom. There are chair, table, school tools, and window. Archie wore the scientist dress. The other place in Archie mind is the classroom. There are Miss Grundy and Archie's classmate. The background of the classroom is a table, a chair, a blackboard, and school tools.

Situation: Miss Grundy mocked Archie because of his bad score.

Conversation:

The Speed Demon usually follows up by setting another record ...

At School:

Miss Grundy: Congratulation! You just set a new record for the lowest grade on a homework assignment!

People hold relations in society using congratulation expressions and condolence expressions (Wijana, 2003, p.106). But it is different when someone is annoyed by his/her friend; they will violate it. Miss Grundy shows hatred to Archie because he gets a lower score. In fact, Archie never obtains good marks. This assumption can be found in the previous panel. He always finds an easy way to forget homework. Therefore, he makes a theory how to do homework.

Miss Grundy's expression also indicates that she dislikes Archie's score. She is also upset with Archie because he always obtains bad marks. On the other hand, the classroom is very noisy because they mock Archie of Miss Grundy's statement. This finding is appropriate with Hymes' theory –SPEAKING.

CONCLUSION

The study reveals that there are violations of both co-operative and politeness maxims. The forms of violations of the co-operative maxims, politeness maxims, and the way to make reading comic easier are as follows. First, the violation of quantity maxims includes mentioning the wrong name that has the function to show that the character is playing characters. Second, the violation of quality maxim includes obscuring conversation. This form has the function to hide

information. Third, the violation of relevance maxims includes out-of-topic speeches. An out-of-topic violation has the function to ask someone that he has to do other things. Fourth, the violation of manner maxims includes complicated speech. Complicated speech and parable phrases have the function of mocking the addressee. Fifth, tact maxims include imposing someone. Imposing someone has the function to make the addressee afraid of the addressors. Sixth, violation of approbation maxims includes dispraising. Dispraising has the function to make the addressee upset. Seventh, violation of modesty maxims includes showing arrogance. These maxims have the function to show addressors' abilities. Eighth, violation of agreement maxims includes opposition to addressees. The function of this maxim is to oppose what the addressors want. Ninth, violation of sympathy maxims includes antipathy to the addressee. The function of this maxim is to show addressors' feelings. Tenth, reading comic is not easy. There are two ways to understand comics through pragmatics especially violation maxims. First, reading verbal forms is done in the comic. There are utterances and blocking words. Addressors and previous utterances are also affected to find the story. Second, understanding nonverbal forms is recommended. Situations, facial expressions, speech balloons, and postures of characters have important roles for understanding the story in a comic.

Based on the conclusion, there are suggestion for creative teams of comics and readers. The findings of the study can be used as a reference for creative teams of comic writing. For example, the creative team of the *Archie* comic can enrich magnificent ideas related to pragmatic phenomena to the comic. For another example, the forms of violations of co-operative and politeness maxims can become a reference for comic writers to set up the plot of a story. It can also be used as a reference for comic readers to understand comics more easily. Reading comics does not only reading the dialogues among the figures. Readers need to understand other aspects in a comic, such as setting, expressions, speech balloons, and others. It can help them enjoy reading comics.

REFERENCES

- Affifatusholihah, L., & Setyawan, A. (2016). Flouting maxim By Sherlock Holmes and dr. Watson in tv series of Sherlock

- Season. *JELE (Journal Of English Language and Education)*, 2(2), 110-117. doi:<http://dx.doi.org/10.26486/jele.v2i2.225>
- Allen, Post a comment. Taken on 12 March 2014 taken from <http://www.goodreads.com/topic/show/1474946-can-anyone-read-comics>.
- Campbell, E. (2013). Fluency and dialects in understanding comics. Taken on 12 March 2014. <http://www.thevisuallinguist.com/2013/02/fluency-and-dialects-in-understanding.html>.
- Fajaruddin, S. (2011). *Analisis prinsip kerja sama Grice dalam naskah drama Dr. med. hiob. Prätorius karya Kurt Goetz*. Fakultas Bahasa dan Seni Universitas Negeri Yogyakarta, Yogyakarta.
- Grice, H. P. (1975). Logic and conversation. in Peter Cole & Jerry L. Morgan (Eds.), *Syntax and Semantics*. Vol 3, Speech Acts. (pp. 41-58). New York: Academic Press.
- Gumperz, J. J. & Hymes, D. (1972). *Direction in sociolinguistics, the ethnography of communication*. New York: Holt, Rinehart and Winston, Inc.
- Wijana, I. D. P. (2003). *Dasar-dasar pragmatik*. Yogyakarta: Andi Offset.
- Leech, G. (1983). *Principles of pragmatics*. New York: Longman Group Limited.
- Mahsun. (2012). *Metode penelitian bahasa: Tahapan strategi, metode, dan tekniknya* (6th ed.). Jakarta: Raja Grafindo Persada.
- Schiffirin, D. (2007). *Ancangan kajian wacana*. (Translated by Unang, et al.) Yogyakarta: Pustaka Pelajar. First book is publicized in 1994.
- Dardjowidjojo, S. (2008). *Psikolinguistik: Pengantar pemahaman bahasa manusia* (2nd edition). Jakarta. Yayasan Obor Indonesia.
- Sudaryanto. (1993). *Metode dan aneka analisis bahasa: Pengantar penelitian wahana kebudayaan secara linguistis*. Yogyakarta: Duta Wacana University Press.
- Wardhaugh, R. (1986). *An introduction to sociolinguistics*. Oxford: Basil Blackwell Ltd.