



## Political Communication Discourse Education in the Representation of the Maxims of Quantity and Quality Between Members of the DPRD

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### Abstrak

Pendidikan bahasa dan sastra sangat penting dalam komunikasi politik. Penelitian ini bertujuan untuk mendapatkan penggunaan maksim kuantitas dan kualitas dalam wacana komunikasi politik antara Anggota DPRD dengan Masyarakat di Kota Makassar. Penelitian ini didasarkan pada fenomena menarik terhadap isi pesan dalam komunikasi politik para elite politik yang bisa memberikan pengaruh pada kehidupan Masyarakat. Penelitian ini menggunakan pendekatan kualitatif dengan metode kualitatif deskriptif. Data diambil dari tuturan para elit politik dalam dialog anggota DPRD dengan masyarakat di Kota Makassar. Teknik yang digunakan dalam pengumpulan data adalah (1) perekaman (menjaring data percakapan) dan (2) wawancara (memperoleh data yang tidak terekam dengan *smartphone* dan yang tidak teramati atau tidak tercatat pada catatan lapangan saat pelaksanaan observasi). Analisis data menggunakan model interaktif Miles and Huberman (Miles et al., 2014) yang meliputi tahap: (1) pengumpulan data (2) reduksi data, (3) penyajian data, dan (4) verifikasi serta penarikan kesimpulan. Hasil temuan menunjukkan bahwa maksim kuantitas, bentuk kalimat interogatif mendominasi dibanding dengan kalimat deklaratif. Sementara untuk strategi yang mendominasi strategi langsung. Hal yang sama juga terjadi pada maksim kualitas yang didominasi oleh kalimat interogatif dan strategi langsung. Jadi, maksim kuantitas dan kualitas yang terkandung dalam komunikasi politik antara anggota DPRD dengan Masyarakat disampaikan secara langsung dengan ruang dan waktu yang sama sehingga kejelasan informasi dapat dipahami dengan mudah oleh para pendengar.

**Kata Kunci:** Kualitas, Kuantitas, Komunikasi, Maksim, Politik

### Abstract

*Language and literature education is very important in political communication. This study aims to obtain the use of quantity and quality maxims in political communication discourse between DPRD members and the community in Makassar City. This research is based on the interesting phenomenon of the content of messages in political communication of political elites that can have an influence on people's lives. This research uses qualitative approach with descriptive qualitative method. The data is taken from the speech of political elites in the dialog of DPRD members with the community in Makassar City. The techniques used in data collection are (1) recording (capturing conversational data) and (2) interviews (obtaining data that is not recorded with a smartphone and that is not observed or not recorded in field notes during observation). Data analysis used the Miles and Huberman interactive model (Miles et al., 2014) which includes the stages: (1) data collection (2) data reduction, (3) data presentation, and (4) verification and conclusion drawing. The findings show that maxim of quantity, interrogative sentence form dominates compared to declarative sentence. As for the strategy that dominates the direct strategy. The same thing also happens to the quality maxim which is dominated by interrogative sentences and direct strategies. So, the maxims of quantity and quality contained in political communication between DPRD members and the public are delivered directly in the same space and time so that the clarity of information can be easily understood by the listeners.*

**Keywords:** *Quality, Quantity, Communication, Maxims, Politics*

## Introduction

Language and literature education is very important in political communication. Communication as a means of communication in human life has a very important role. Language becomes a medium for humans in living life and helps the process of interaction through communication well. Through language, humans can fulfill their life needs such as physical and spiritual needs, work and live life as a social being. Thus, the use of language as a means of communication affects the formation of social and cultural life of the community (Sugono, 2014). As in the communication of political elites, the language they use has a fundamental position because the message contained in the speech can have an impact on the effect of misunderstanding the objectives to be conveyed. In the practice of political communication, language is used very dynamically and flexibly according to the context, situation, and purpose of the communicator. However, the content of speech in political communication can cause misunderstanding of the meaning or purpose of the message to be conveyed. Therefore, the variety of language that appears in political communication should be simpler and clearer so that it can be easily understood by the public (Putrayasa, 2021). In other words, the language of political elites has a fundamental influence on society and causes controversy (Wardani, 2019).

Therefore, the context of the communication content of political elites is unique and an interesting phenomenon to study through communication discourse. Moreover, political language relates to the concept of the use of power from the rulers of policies that have an impact on society (Iskandar, 2020). From the results of observations of the speech of political elites in aspiration dialogues with residents, it can be concluded that many implied meanings cannot be understood by the community. Even the language of the political elite members of the DPRD led to deviations from the function of language which led to lies or information that was not informative or clear to the public. The language of political elites sometimes leads to the delivery of abstract messages and seems to cause lies or not in accordance with the facts. In communication discourse, the process of delivering messages is very important because in communication discourse analysis helps understand the content of conversations in a

social and cultural context. That is, communication discourse represents social reality (Coulthard, 2014; Paltridge, 2012).

Many previous studies have conducted communication discourse studies both related to political, social, news or any form of speech. Moreover, the role of maxims in conversation provides a good picture of communication. Messages conveyed in conversations are often excessive which makes information unclear (Gustary & Anggraini, 2021). However, often the communication process causes a deliberate violation of the principle of cooperation by using various pragmatic functions (Komorowska, 2021). Other studies show that violations of the maxim of relevance only sometimes have a negative impact on the speaker and interlocutor. The impact is influenced by complex factors such as event background, past conditions, and passion for interaction (Kurniawan & Indriani, 2023). So, the study of maxims is still an interesting phenomenon to be researched because it is related to the impact of the meaning of the utterance conveyed by the speaker.

From the analysis of the situation, this study focuses on the study of communication discourse from the speech of political elite members of DPRD with the community in Makassar City which focuses on the study of maxims of quality and quantity. Maxims are general principles or rules that must be followed by speakers in communication, so as to smooth the communication process. Maxims are linguistic rules that regulate actions, language use, and interpretation of the actions and speech of the interlocutor. In every individual's life, communicating and interacting with others is essential for healthy social and professional relationships. Strictly speaking, we, you, and I communicate with each other in daily life and understand each other. Paul Grice has presented his theory of cooperative principles to explain our daily conversations (Md. Mahroof Hossain, 2021). This study aims to examine more deeply the quality and quantity maxims of communication utterances between DPRD members and the community. This study is expected to be one of the contributors to the development of communication discourse research, especially on political issues.

## Method

This research uses a qualitative approach with descriptive qualitative methods. Qualitative

research understands social processes through human participants in a natural environment. Thus, the descriptive qualitative approach involves describing the results of observations using data collected from current sources (Creswell & Creswell, 2018). The research aims to find out the speech maxim representation of political communication discourse that occurs in the conversation process between members of the House of Representatives (DPR) and the community. Thus, the approach in this political communication discourse analysis study uses pragmatics using Grice's principles of cooperation or cooperation maxims (Coulthard, 2014; Gee, 2011). The data is taken from the utterances of political elites in the dialog of DPRD members with the community in Makassar City. The techniques used in data collection are (1) recording (capturing conversational data) and (2) interview (obtaining data that is not recorded with a smartphone and that is not observed or not recorded

### **Result and Discussion**

There are four principles in the maxim of cooperation, namely 1) maxim of quantity, 2) maxim of quality, 3) maxim of relevance, and 4) maxim of manner. However, this research focuses on analyzing the maxim of quality and quantity. Oral and written speech data obtained from the conversations of political elites (Members of the Council / DW) when hearing the aspirations of citizens related to the problems that occur in the community or citizens (W). The situation of the speech data is the situation of disappointment and anger of the citizens as well as the discussion of community needs related to community problems.

#### **Maxim of Quantity**

This maxim provides as much information as necessary. When communicating, board members provide information as needed so that the message conveyed is clear and not confusing. Situation 1. Location Makassar: City Council Office Time : 11.00-12.15 Wita

Subject : Meeting of Members of the Commission B Council regarding housing advice Participants of the Meeting of the Board of Commission B. : 6 members

General Context: The meeting was held in the "Budget Board Meeting" room which was attended by members of the Commission B Council, the meeting was calm and orderly.

Before the meeting began, the meeting participants seemed to joke with each other so that the atmosphere became warm.

The meeting which was originally to take place at 10.00 Wita was delayed to 11.00 Wita, 1 hour back from the actual schedule, this was because members of the Board were still attending other meetings at different places. Finally after a long wait the meeting began with the presence of 6 members of the Board of Commission B. Chairman of the meeting and infrastructure that is not fulfilled by the housing developer. opened the meeting by taking attendance of the meeting participants first.

Data 1.

DW 1: I leave it to GMTD or the developer to answer or refute this. (with hand visualization showing to related party }

DW 3: Assalamualaikum, thank you for the opportunity given regarding the changes that often occur, the developer did not submit the cases, previously the GMTD has.

We, from the DPRD want to mediate, we want to mediate, if possible as soon as possible, so that it does not drag on, does not affect residents, we must find a middle ground. Proposals on how to follow up because these elements must be followed up, we contact the relevant agencies, to mediate. Maybe that's it, Mr. Chairman. Analysis:

1. Context of Conversation The atmosphere in the meeting was quite calm as each other was listening to the answers of the meeting members 2.

#### **Form Analysis**

Based on the form analysis on the quantity maxim of the conversation, it can be stated that the form in the conversation is imperative form or command sentence. It is known from the form of command in the conversation that comes from Councilor 1 (DWI) to answer or refute the case that is happening.

The imperative form or command is done with a flat intonation but contains an order to answer or refute. "I leave it to GMTD or the developer to answer or refute the matter. (with visualization of the hand pointing to the relevant parties). In this case the party that answers is the Council Member 3 who seems to represent the developer by giving an answer according to what was asked by the questioner. The following is an example of the sentence; the developer did not submit the cases, previously the GMTD had an

explanation, we from the DPRD want to meet, we want to mediate, if possible as soon as possible, so that it does not drag on, does not affect the residents, we must find a middle ground. Proposals on how to follow up because these elements must be followed up, we contact the relevant agencies, to mediate. Maybe it's Mr. Chairman, thank you. 3. Strategy Analysis

Based on the sentences used in the conversation, it can be seen that the strategy used in the conversational discourse is a direct strategy. This can be seen in the imperative sentence or command expressed by the questioner (WD1), who is the Chairman of the board 1 to his interlocutors, namely the members of the meeting and answered by board member 3 (DW3). Board member 3 (DW3) also used a direct strategy in answering the question, namely using a news sentence to answer it. 4. General Context

The meeting was held in the "Budget Board Meeting" room which was attended by members of the Board of Commission B. The meeting was calm and orderly. Before the meeting began, the meeting participants seemed to joke with each other so that the atmosphere became warm. The meeting which was originally scheduled to take place at 10.00 Wita was delayed to 11.00 Wita, 1 hour behind the actual schedule, this was because the Board members were still attending other meetings in different places. Finally after a long wait the meeting began with the presence of 6 members of the Commission B Board. The chairman of the meeting opened the meeting by presenting the meeting participants first.

Data 2. DW 1: This will be a burden for GMTD, besides being a member of the DPRD, I am also a property entrepreneur, so I understand a little about things like this. So I am very disappointed with the housing with the requirements of the GMTD and residents feel

requirements of the GMTD and residents feel burdened, from here I will listen to the wishes of housing residents to add, please.

W2: maybe like this sir, I don't want to take too long, maybe in front we have to make it formed, the results of the meeting sorry Mr. Chairman 75% we will submit, and because this ... What is submitted then we have to backup sir (residents refute with a rather tense expression).

1. The atmosphere was rather tense when the residents answered and explained what was

asked by the Chairman of the Board. 2. Form Analysis

Based on the speech on the conversational maxim, it can be said that there is an imperative form in the form of a command sentence, even with a flat and polite intonation. It was expressed by the Chairman of the Board (DW1) with the word please at the end of the question, following the quote "from here I will listen to the desire of housing to add, please:" Furthermore, the resident representative (W2) answered the question by giving a rebuttal from the Chairperson of the Board although with a rather tense expression.

### 3. Strategy Analysis

Based on the speech, it can be seen that the strategy used is a direct strategy. It can be seen from the data in the form of a question sentence with a disappointed tone that requires an explanation of the existing case. At that time the residents (W2) responded by revealing the reality they got.

Data 3. DW 1: So how is it in the

the value of the DPR is about environmental improvement because in ... there will be a

..... that is not handed over to residents, maybe there is no  
interpenetration

WS: the management of goods related to the region may be many SKPD. We agree with the residents to be accelerated in the housing office actually in this case only in the land office.  
land agency,

DW 1: thank you for

Conversation Context The chairperson (DW 1) asked again for an explanation from the residents. 2. Form Analysis

Based on the conversational maxims, there is an analysis of the form of interrogative sentences and is characterized by a straightforward question intonation that asks for an explanation regarding environmental improvements in the residents' residential areas. Furthermore, it was answered by one of the residents, and Chairman of the Board 1 thanked the resident representative for the explanation.

3. Analysis Strategy The strategy used in the speech maxim of quantity in the conversation is indirect. It is characterized by the presence of the word how as in the beginning of the sentence expressed by the Chairman of the Board (DW 1), namely: so how sir in the value of the DPR is about the improvement of the environment

because in ... there will be a ..... that is not handed over to residents maybe there is no interference.

Data 4. Context: Second meeting

The meeting with the second agenda or discussion was attended by meeting participants from the previous meeting, namely GMTD parties, developers or related SKPD, representatives from the Makassar city taxation office, and members of the commission B council in the same room in the budget trial room. The atmosphere was calm and warm. While some council members were eating food or cake boxes on the table.

DW 1: Maybe I'll just ask you to explain to the IMTD members or those who are considering that there is no deposit to the government.

considering that there is no deposit to the city government, which we see that the GMTD development is quite rapid so that the Makassar city government is a little disadvantaged by this condition. Maybe I'll just ask you to give us an explanation of how many years it has been and what caused this condition to occur.

W1: Well, thank you, I need to clarify a little bit in this case. Actually, we have discussed this issue in MPS, and it so happens that our company is a TBK company where our company is open and directly supervised by OJK and directly supervised by internal OJ and external OJ. Indeed, from the epidemic side, it has been 3 years, but if it may be conveyed that it is detrimental to the government's position, maybe I need to clarify a little because our existence is also for the Makassar city government. Maybe the PBB contribution is that we

always the biggest sir. So I clarify, maybe the language is not detrimental, we need to say that the Makassar city government in this case did not arrange capital or deposit capital to our company.

We provide a capital statement free of charge to the Makassar city government as well as the provincial government and the Gowa district government, so here indeed the government's share is the capital statement of our company, so nothing from the Makassar city budget is deposited into our company. And this is what we need to clarify that in terms of efficiency we did not deposit in fact, our company did lose money but in terms of revenue the Makassar City government can, we won an award last year, entered the top 10 even and other contributions were billions.

other contributions are billions. Maybe Mr. Hajj's reason from the management can convey 3 reasons, why until it is not delivered

1. Form Analysis: Based on the quantitative maxims of the conversation, there is an imperative or command sentence form of speech and is characterized by a straightforward intonation that asks for an explanation of how many years it has been and what causes the condition of the losses that occur from the GMTD Development. Furthermore, it was answered by the Developer (W1) clearly and precisely about the existence of the developer and their position and their contribution to the Makassar City government.

2. Strategy Analysis

The strategy used in the speech of maxim of quantity in the conversation is direct. Both in the form of questions and answers given. This is indicated by the following sentence excerpt, "well, thank you, I need to clarify a little in this case. Actually, we have discussed this issue in MPS, and it so happens that our company is a TBK company where our company is open and directly supervised by OJK and directly supervised by internal OJ and external OJ. Indeed, from the epidemic side, it has been 3 years, but if it is possible to convey harm to the government's position, maybe I need to clarify a little because our existence is also for the Makassar city government. Maybe the PBB contribution is that we are always the biggest sir. So I clarify, maybe the language is not detrimental, I need to emphasize that the Makassar city government in this case did not arrange capital or deposit capital to the Komi company. We provide a capital statement free of charge to the Makassar city government as well as the provincial government and the Gowa district government, so here indeed the government's share is the capital statement share of our company, so nothing from the Makassar city budget has been deposited into our company. And this is what we need to we need to clarify." "

Situation 2.

Location: Meeting Room

Commission E 7th Floor Tower Building  
DPRD South Sulawesi Hours : 10.00 a.m. to finished

Subject: Hearings related to the aspirations of the Alliance of Labor with the People Suing (ABRAM) regarding Strengthening the Resistance Movement.

Resistance Destroy Oligarchy & Build People's Council Meeting Participants : 9 members of the Board of Commission E.

Also invited :

1. Governor of South Sulawesi (represented by staff)
2. Head of the Manpower and Transmigration Office  
ProvoSulSel
3. Head of Regional Head of Perum  
Bulog SulselBar
4. Director of PT Pos Indonesia  
South Sulawesi Region
5. Chairman of Biru Laut Nusantara  
(Kima 8)
6. Representative of the Joint Labor Alliance  
People Suing (ABRAM)

Data 5. DW2 (Chairman of Commission E of the South Sulawesi Provincial Legislative Assembly): Who told you that you were issued Alliance of Labor with the People Suing (ABRAM): There was no submission to us, but the appointment of officers was already in the field, Chairman. Including Pinrang, Pare-pare, Sidrap, the head of the warehouse has forbidden, there is no written, but it is conveyed verbally. There is an order not to enter.

Form Analysis

Based on the quantitative maxims of the conversation, there is an interrogative sentence form or question sentence and is characterized by a straightforward intonation that asks for an explanation regarding the release of ABRAM members. This is indicated by the following sentence: "Who said that you were expelled". The ABRAM party answered straightforwardly what was asked by the Chairman of Commission E DPRD South Sulawesi. Prov.Sulsel.

Strategy Analysis The strategy used in the speech of maxim of quantity in the conversation is direct. It is delivered in accordance with what is asked, as found in the following sentence excerpt: "There is no submission to us, but the appointment for the officers is already in the field, Chairman, even friends in the regions including Pinrang, Parepare, Sidrap..."

Quality Maxim

The maxim of quality is a maxim that requires that the participants in the conversation say the real thing that is in accordance with the data and facts. This means that speakers should

not provide false or incorrect information, unless they do not know it. The recorded data are;

DW4: Yes, I want to say that this must be cleared up quickly, Mr. Chairman. Don't let it make the State in the State. We need clarity, there should be no policy from state to state. The opportunity is for the movement to clear up, maybe that's my suggestion Mr. Chairman, thank you. (When speaking, the board members spoke in a rather loud tone with the index finger moved by pointing to the meeting participants below).

DW1: Well, this will be a burden on the GMTD, besides being a member of the DPRD, I am also a property entrepreneur, so I understand a little bit about things like this. So I am very disappointed with the housing with the requirements of the GMTD and the residents feel burdened, from here I will listen to the wishes of the housing to add, please.

The utterance shows a deviation from the maxim of quality. The interlocutor responds to the statement conveyed by the speaker with an answer that does not match the araban of the previous speaker, namely board member 4 (DW4). The word a little bit understands cannot be accounted for the truth. Therefore, it is a deviation from the maxim of quality.

## Conclusion

The findings conclude that the various forms of maxim of quantity are in the form of command sentences and question sentences. The dialog shows that members of the DPRD and the public often give orders and ask questions about the information provided by each speaker. While the strategies used in the maxim of quantity are direct and indirect strategies, because the information conveyed takes place at the same time and in the same room. The same thing also happens to the quality maxim which is dominated by interrogative sentences and direct strategies. So, in political communication that occurs in the dialog between DPRD members and the community, there are violations of the maxim of quantity and quality. DPRD members tend to contribute sufficiently and follow the information provided by the interlocutors. So, DPRD members only provide information that the interlocutor wants to need. Meanwhile, the quality maxim shows that DPRD members do not fully provide the actual information.

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