

**IRONHEART'S PICK-UP LINES: A PRAGMATIC STUDY OF
FLOUTING MAXIM IN THE CONTEXT OF ROMANTIC
RELATIONSHIPS**

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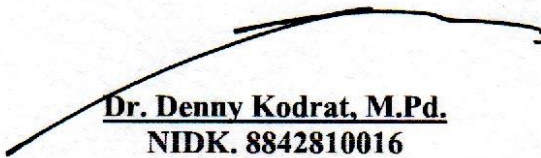
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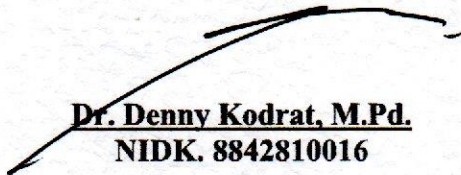
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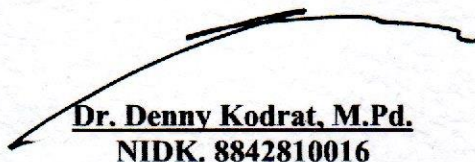
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ABSTRACT

Flouting maxims occur when someone intentionally violates one of the four cooperative maxims to create a rhetorical or humorous effect in communication. Violation of the cooperative maxim like this often occurs in online communication, including online communication. This research is entitled “*Ironheart's Pick-Up Lines: A Pragmatic Study of Flouting Maxim in The Context of Romantic Relationships*”. This research aimed to discover and explain the types and the reasons for flouting maxims in pick-up lines used by Ironheart. The data source used in this research was the five most viewed videos from Ironheart's YouTube channel. The object of this research was utterances that contained pick-up lines used by Ironheart that happened in the interaction between Ironheart and the other people in OmeTV. The method used in this research was a descriptive qualitative research method through a pragmatic approach. This research used the theory proposed by Paul H. Grice. The result shows that the most flouted maxim in pick-up lines used by Ironheart is the maxim of relevance, which was flouted 17 times. Meanwhile, the maxim of quality was flouted eight times and the maxim of manner was flouted five times. The reason of flouting maxim was to create a humorous conversation and giving compliments to the other person.

Keywords: *cooperative principle, flouting maxims, online communication, pick-up lines, pragmatics*

CHAPTER I

INTRODUCTION

This chapter include explanations of the reasons why this study was conducted. It is divided into five parts namely background of the research, research questions, scope of the research, aim of the research, and significance of the research.

A. Background of the Research

Communication is essential in human life because it allows people to communicate information, thoughts, and feelings with others. There are several types of communication that can be used, such as verbal, nonverbal, direct, or indirect communication. Knapp (2004) describes communication as a process involving a sender, message, channel, receiver, and feedback. The sender is the person or group who wants to convey the message, while the recipient is the person or group who receives the message. The message is the information to be conveyed, while the communication channel is the medium used to transmit the message, such as voice, writing or modern communication technology.

In this digital era, communication through digital platforms is increasingly popular. One of the popular digital platforms is OmeTV. OmeTV is a platform that allows its users to make video calls with random people from different countries. Many people use this application for various purposes, such as looking for friends or partners. Communication through digital platforms such as OmeTV has unique characteristics. Since there is no direct interaction, some aspects of communication

such as facial expressions and body language cannot be easily captured. Therefore, an effective communication strategy becomes important in online communication.

Effective communication strategies are required to ensure that the communication succeeds. Communication succeeds when the listener interprets the encoded message in the same way as the speaker does. This means that the listener must clearly perceive the speaker's message. The speaker and the listener will have a successful conversation if they fulfil the Cooperative Principle. According to Grice (1975) speakers and listeners must be actively involved and can work together in the speaking process so that the purpose of communication can be achieved.

This cooperation is based on four maxims: the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner. Grice's Cooperative Principle and its associated conversational maxims provide a useful framework for analysing how speakers violate norms of communication in order to achieve their communicative goals. However, in some certain conditions, these maxims sometimes are not respected, namely violated or flouted in communication.

Flouting maxims occur when someone intentionally violates one of the four cooperative maxims to create a rhetorical or humorous effect in communication. Violation of the cooperative maxim like this often occurs in online communication, including online communication via OmeTV. Specifically speaking, the violation of cooperative maxims in OmeTV frequently occur in the form of pick-up lines, are short sentences or phrases used to start a conversation or attract someone. Pick-up lines widely used to seek romantic relationships by giving someone compliments

and humours. Humorous messages attract attention and very solemnly harm comprehension and humour are often perceived as a positive attribute in romantic courtship (Cunningham, 1989).

This study will focus to explore flouting maxim in pick-up lines used by Ironheart, which is a content creator from The Philippines with thousands of subscribers that often use pick-up lines while interact with other people in OmeTV.

There are many studies about flouting maxim have been conducted, such as in books, movie, and texts. First, study conducted by Anita dan Rois (2022) about flouting maxims in movie and this study focused to describe what maxims are flouted by the characters and why characters flout the cooperative principle. Second, a study conducted by Rakhmasari (2023) aimed to investigate the flouted utterance in a debate. Third, a study conducted by Taufiq dan Marlina (2022), which examined the violated maxims by the characters in a novel. The next study is conducted by Mohammed (2022), which aimed to identify the conversational maxims flouted in texts discussing the COVID-19 pandemic. Another study conducted by Rahayu, Rustono dan Haryadi (2022) focused to describe the violation of cooperative principle in instant messaging platform.

From the previous study mentioned above, there has not been a study about flouting maxims in pick-up lines. In line with that, this study is essential to fill the gap. This study tried to evaluate which maxims are flouted in the pick-up lines used by Ironheart and the reasons why the maxims are flouted in pick-up lines used by Ironheart. This type of analysis could provide insights into the ways that people use language to initiate romantic relationships. Hence, this study is entitled is

“Ironheart's Pick-Up Lines: A Pragmatic Study of Flouting Maxim in The Context of Romantic Relationships”.

B. Research Questions

Based on the background of the research, the main problems of this research are as follows:

1. What are flouting maxims found in pick-up lines used by Ironheart?
2. Why do flouting maxims occur in pick-up lines used by Ironheart?

C. Scope of the Research

Based on the identification of the problems, the researcher put this study on some limits which are to identify what types of flouting maxim found in pick-up lines used by Ironheart and to explore the reason of flouting maxims occur in pick-up lines used by Ironheart using the Cooperative Principle theory by Grice.

D. Aim of The Research

Based on research questions, the purposes of this research are as follows:

1. To find flouting maxims in pick-up lines used by Ironheart.
2. To explore the reason of flouting maxims occur in pick-up lines used by Ironheart.

E. Significance of The Research

This research is expected to contribute theoretically and practically. Theoretically, this research can give more information about linguistic research and enrich knowledge in linguistic field, especially on flouting maxim. The results of the research hopefully can be useful to give other examples of flouting maxims that can lighten the people in learning pragmatics. Practically, this research is expected to give a further understanding about flouting maxim in online communication via digital platform and the use of pick-up lines as a communication strategy.



CHAPTER III

RESEARCH METHOD

This chapter describes five points of research method, such as: research design, research object, data collection techniques, data analysis, and technique of data validity.

A. Research Design

The research design chosen for this study is descriptive qualitative research. This approach is chosen because descriptive qualitative research is a study aimed at describing phenomena which include feelings and assessments in the form of words or language (Silverman, 2005). Therefore, qualitative research will help in understanding the social phenomenon and provide a detailed analysis of the data collected in this research. Related to the chapter one, this study focused to give in-depth explanation about flouting maxims in pick-up lines phenomenon that occurs in online communication via OmeTV by Ironheart.

B. Research Object

Data for this research is utterance that contain pick-up lines used by Ironheart that happened in the interaction between Ironheart and the other people in OmeTV. The data source of this research are five most popular videos from Ironheart's YouTube channel. The source of the data is selected based on its popularity. The

channel itself has more than 400 thousand subscribers with total views more than 22 million. The videos are listed below:

1. I GOT HIM BLUSHING | OmeTV Studios | Ironheart, was posted on 1 April 2022 (1,4 million views).
2. RIZZING UP GUYS ON OMEGLE/OMETV (Korea Server) | OmeT Studios | Ironheart, was posted on 30 November 2022 (1,2 million views).
3. MAKING STRANGERS SMILE ON OMETV | OmeTV Studios | Ironheart, was posted on 4 May 2022 (989 thousand views).
4. I FOUND MY YEOBO ON OMETV | Ironheart, was posted on 14 May 2022 (962 thousand views).
5. I FINALLY FOUND MY NEXT BOYFRIEND ON OMETV | OmeTV Studios | Ironheart, was posted on 24 August 2022 (941 thousand views).

C. Data Collection Technique

Technique of collecting data in this research is documentary (Creswell, 2018). The reason is selected since the data of this research is audiovisual and digital materials. As Creswell (2018) mentioned that his kind of materials can be taken in the form of photographs, art objects, website pages, electronic mail, and social media materials including texts and any forms of sound.

This research involves the researcher herself as the research instrument and the use of laptop as another research instrument to collect the data from Ironheart's YouTube channel. The researcher collects relevant data by watching some videos

from Ironheart's YouTube channel with the most viewed. The videos are selected based on their popularity. The data is gathered by watching the videos, transcribing and taking notes on the pick-up lines used in the videos, select the proper data which include flouting maxims and classify the data.

D. Data Analysis

The data collected will be analysed using the Miles and Huberman (2014) method. This method involves the following steps:

1. Data Condensation

In this step, the data collected will be summarized and condensed into smaller units of analysis. Data condensation is a form of analysis that sharpens, sorts, focuses, discards, and organizes data in such a way that "final" conclusions can be drawn and verified (Miles & Huberman, 2014). In this research, the data collected by watching the videos from Ironheart's YouTube channel and transcribing the videos. Then, the researcher summarizes the data by taking notes on the utterance that contain flouting maxims in pick-up lines used by Ironheart.

2. Data Display

The condensed data will be displayed and organized in the form of tables to make it easier to understand and analyse. Here is the table for analysing the flouting maxims in pick-up lines used by Ironheart:

Table 3.1 ANALYSIS OF FLOUTING MAXIMS OCCURRENCE IN PICK-UP LINES USED BY IRONEHART

| No. | Posting Time | Pick-up Lines | Types | | | |
|-----|--------------|---------------|-------|----|----|----|
| | | | QN | QL | RL | MN |
| | | | | | | |

Notes: **QN**: Maxim of Quantity

QL: Maxim of Quality

RL: Maxim of relevance

MN: Maxim of Manner

Codes give the descriptive or inferential data gathered during a study to assign symbolic significance (Miles & Huberman, 2014). As we can see from the table above, types of maxims have been coded with the letters which is shortened from the name of maxim itself, for example, “**QN**” is for maxim of quantity.

To make it easier to find a specific data, the number of data and posting time will be written both after and before the code of maxim types. For example, **01/26-04-22/QN**.

For the analysis of reasons of the occurrence of flouting maxim in pick-up lines used by Ironheart will be presented in the table as follow:

Table 3.2 ANALYSIS OF REASON OF FLOUTING MAXIM OCCURENCE IN PICK-UP LINES USED BY IRONHEART

| No. | Pick-up Lines | Types | |
|-----|---------------|-------|-----|
| | | HMR | CMP |
| | | | |

Notes: **HMR**: Humorous

CMP: Compliment

As we can see from the table above, the reasons of occurrence flouting maxims have been coded with the letters which is shortened from the name of reason itself, for example, "**HM**" is for humorous.

To make it easier to find a specific data, three numbers of the data number will be placed at the beginning of the code. For example, **001/HMR**.

The numbers of flouting maxims occurrence will be displayed in the table as follows:

Table 3.3 FREQUENCY OF FLOUTING MAXIMS IN PICK-UP LINES USED BY IRONHEART

| No. | Types | Amount | Total |
|-----|--------------|--------|-------|
| | | | |
| | Total | | |

The following table will provide the number of reasons for the occurrence of flouting maxims:

Table 3.4 FREQUENCY OF REASONS OF FLOUTING MAXIMS IN PICK-UP LINES USED BY IRONHEART

| No. | Types | Amount | Total |
|-----|--------------|--------|-------|
| | | | |
| | Total | | |

3. Conclusion Drawing and Verification

The condensed data will be interpreted to draw conclusions based on the research objectives. The conclusions drawn will then be verified to ensure they are

supported by the data collected that has been analysed. The conclusion that can be drawn is flouting maxims that occur in the interaction between Ironheart and her partner in OmeTV by using pick-up lines.

E. Technique of Data Validity

Creswell & Creswell (2018) stated that data validity refers to how the data collected in a study can be considered accurate, reliable, and appropriate to the phenomenon being studied. Data validity is an important factor in evaluating the reliability of research findings and the validity of the conclusions drawn. According to Creswell & Creswell (2018), there are eight strategies that can be used in data validity, they are triangulation, member checking, rich and thick description, bias clarification, present the negative or discrepant information, prolong time, peer debriefing, and external audit.

From the several strategies mentioned above, four strategies are used in this research, they are rich and thick description, peer debriefing, and external audit. The data of this research is described in depth to make sure that it can be evaluated and understood by the reader. This research is conducting peer debriefing which involves collaboration and discussion with fellow researchers and colleagues who are also conducting the similar research to discuss findings, interpretations, and conclusions from research. External audit will be used with the help of the external auditors, which are two of supervisors. The data of this research were discussed and checked by supervisors who are the expert and competent in the field of language.

CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter is divided into two sections, conclusions and recommendations. The conclusions are written based on the formulated research questions. It comprises the final conclusion of each objective in this research. Besides, in the second section, some suggestions in regard to the research are provided for some related parties.

A. Conclusion

Based on findings and discussion, this part contained of the conclusions related to flouting maxims in pick-up lines used by Ironheart. They were three types of flouting maxims found in this research, they were flouting maxim of quality, flouting of maxim relevance, and maxim of manner. The maxim of quantity was not found in this research, because the pick-up lines are in a good amount, neither too short nor too long.

From the data findings, the reason of flouting maxims occurrence in pick-up lines used by Ironheart were humour and compliment. Humour is the most appeared because Ironheart used pick-up lines to convey a humorous conversation.

Through the analysis of a diverse range of pick-up lines and their reception, it becomes evident that intentional flouting of conversational maxims serves as a strategic tool for communicative engagement. Flouting the maxims, rather than adhering strictly to them, emerged as a strategic approach to stand out in the online

communication. The intentionality in flouting conversational maxims contributes to the development of a unique online discourse that enriches the fabric of digital romantic interactions.

B. Recommendation

In this section, some recommendations in regard to the research were provided for some related parties as follow:

For the readers of this research, the result of this research enriches the understanding of the use of language in social contexts, especially in the context of romantic relationships. Flouting Grice's cooperative maxims does not always end up in a wrong way. Being a bit playful and flouting conversational norms can help start conversations on a positive note. Using pick-up lines can be a fun way to break the ice in starting a conversation.

For future researchers, exploring how people use witty language and bend the rules of conversation in online communication can give us a better grasp of modern relationships. Delve into the pragmatic use of language, analysing how flouting conversational maxims shapes digital courtship. By comparing how people talk online versus offline, it can be learned how technology shapes the way people communicate. Furthermore, communication theories need to be updated to include the digital world, helping us understand how these new ways of talking play a role in our changing society. By addressing these recommendations, both readers and

future researchers can contribute to a more comprehensive understanding of how language, technology, and romance intersect in the digital age.



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