

## THE PRINCIPLE OF COOPERATION IN SERVICE COMMUNICATION CONVERSATIONS

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**Abstract:** This research aims to (1) describe the form of compliance and language function of the principle of cooperation in service communication conversations at the Muhammadiyah University of Malang Library, 2) describe violations and factors that influence the principle of cooperation in service communication conversations at the Muhammadiyah University of Malang Library. This type of research method is qualitative with a case study research approach. The research data is about the principles of cooperation in service communication conversations at the Muhammadiyah University of Malang Library. The data source comes from primary data sources in the form of dialogue text fragments in recorded service communication conversations that occurred between students and library staff at the University of Muhammadiyah Malang. The data collection technique was carried out using the note-taking method. Then, the data analysis technique is carried out by analyzing the data by reducing the data, presenting the data, and drawing conclusions. The results of the research analysis show (1) there are four forms of compliance with the maxims of cooperation principles, which include the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner. There are two language functions found in compliance with these maxims, including assertive and directive language functions. The function of assertive language, namely stating, is found in the maxim of quantity and the maxim of quality, while the function of directive language, namely commanding, is found in the maxim of relevance and the maxim of manner, (2) there are two forms of violation of the maxim of the principle of cooperation which include the maxim of quantity and the maxim of relevance. There are also factors that influence the occurrence of violations of these maxims. Violations that occur in the maxim of quantity are influenced by situational factors and conditions that are being experienced. Meanwhile, violations of the maxim of relevance are influenced by the lack of known information.

**Keywords:** Grace Maxim, Muhammadiyah University of Malang Library, Principles of Cooperation

## INTRODUCTION

Communication can be realized in a conversation involving two or more people to convey feelings, ideas, and desires in the form of speech or speech (Ridwan et al., 2021). The people involved in a conversation are called speakers and speech partners (Nasution, 2023). In order for the communication process between speakers and speech partners to run well and smoothly, they must be able to work together (Achساني, 2019). When communicating, speakers and interlocutors cannot leave out four crucial points in communication, namely the information or message conveyed, the party communicating, the party receiving the information, and the tools for communicating (Narsiwi & Ariyana, 2018). The tool used to communicate is language. The existence of language allows humans to convey and receive messages or information well (N. W. P. Lestari et al., 2019). One of the fields in language studies is pragmatics (Sari & Juita, 2019). According to (Rahayu et al., 2018), pragmatics is the science of language, which has a reciprocal relationship between function and meaning in a language, communication, and context.

Meanwhile, according to (Rahmawati & Pujiati, 2018), pragmatics is the science of language that studies the meaning spoken by speakers and interpreted correctly by interlocutors. Pragmatics is also related to the results of analyzing the speech delivered by the speaker.

In reality, if the interlocutor cannot provide an appropriate speech response, then the communication that is established can be said to have failed (Purbosari & Nurhadi, 2020). Failure in communication can occur due to several factors. These factors result from mistakes by the speaker and the interlocutor. One of the factors that comes from the speaker is that the speaker conveys what he means differently from what he says so that the speaker and his speech partner must understand the context or topic being discussed (Syahrul et al., 2023). Another factor that comes from the speech partner is when the speech partner lacks insight or knowledge related to the information being discussed by the speaker (Nugrawiyati, 2019). These factors can result in misunderstandings between speakers and speech partners. This misunderstanding is what causes failure in communication (Budiarta et al., 2020). However, sometimes, a speaker deliberately makes mistakes in communicating; of course, this is done because of a precise aim and purpose, such as to convey a message to the interlocutor with a specific purpose (Citra, 2020).

The existence of problems related to communication between speakers and speech partners is the reason for the emergence of anxiety and researchers' interest in the phenomenon of conversational communication. This phenomenon is closely related to maintaining continuity and communication effectiveness, especially in service communication conversations at the Muhammadiyah University of Malang Library. The problem of service communication conversations is closely related to applying the principle of cooperation. This is interesting to study because the principle of cooperation is one of the benchmarks that can determine the success of a conversation (M. Lestari & Yuniawan, 2020). By applying the principle of cooperation, speakers become more attentive to the situation and conditions of their speech partners. So that speakers can choose and sort words and language that are more appropriate when used in certain situations (Mis & Situl, 2022).

The principle of cooperation is a guideline or foundation for ongoing communication so that the utterances conveyed by speakers can be received efficiently and rationally. The principle of cooperation in this research will focus on the principle of cooperation coined by Grice. Grice divided the principles of cooperation into four principles. These principles are usually called maxims (Dewi et al., 2020). These maxims are (1) the Maxim of Quantity, 2) the Maxim of Quality, 3) the Maxim of Relevance, and 4) the Maxim of Manner. According to Grice (Arvianto, 2019), each maxim has its own characteristics. These characteristics are 1) The Maxim of Quantity, which requires the speaker to provide a certain amount of information that is precise, informative, and does not exaggerate the information needed; 2) The Maxim of Quality, requires the speaker to provide information that is in accordance with reality and is accurate so that there is evidence of the information conveyed, 3) The Relevance Maxim, requires the speaker to provide information that is relevant to the topic being discussed and does not deviate, 4) The Cara Maxim requires the speaker to provide information that is coherent, easy to understand, not vague and does not hesitate when providing information.

The pattern of implementing cooperative principles can also be supported through the skills possessed by library staff (Ridwan et al., 2021). Based on research conducted directly, library staff at the University of Muhammadiyah Malang have several skills in service communication conversations, namely, 1) able to communicate clearly, 2) able to think quickly, 3) able to provide solutions to problems that occur, 4) have strong empathy. High, 5) have high self-control, 6) have a positive and friendly attitude. Library staff's communication skills are essential for interacting effectively (Rohmah et al., 2019). Library staff can also improve the quality of services and promote libraries through appropriate communication by using these communication skills (Afkhani et al., 2019). This will have a significant impact on students. Students will be happy returning to the library (Oktaviani et al., 2018).

In the library, several service units have their own duties and policies. This creates problems with discussing different service communications. Likewise, the University of Muhammadiyah Malang Library has three units focused on direct service. The existence of a library service unit also means creating interaction and communication in conversations between students and library staff (Cahyadi, 2022). So, this is why researchers make it the object of research. This library service activity is at the Central Library of the University of Muhammadiyah Malang. Three units directly focusing on the service sector include 1) Administration Unit. This administrative unit has storage or security facilities such as lockers and unique bags for visitors to ensure order and comfort for library visitors. So, the task of the administrative officer is to provide locker and bag savings and loan services. However, according to the name of the unit, this administration is a service unit related to various library administration tasks, such as data collection and registration of library members and member reactivation or extension of library membership cards. Because this administrative unit's location is at the front of the library, it is not surprising that the administrative unit is a source of information related to all campus areas. 2) Digital Library Unit. In the Digilib (Digital Library) unit, there are several computers that can be accessed by all students. Students usually use these computers to look for thesis references and even upload theses offline. However, collecting and uploading these theses is not only done offline but also done online. So, Digilib officers serve students who upload independently and send it to the library email. The Digilib room also provides printouts for students who want to print thesis references available on the Digilib computer. 3) Circulation Unit. In the circulation unit, this unit rotates library collection materials. The circulation unit allows students to borrow, return, and renew books. Not only that, circulation officers also serve and provide solutions or negotiations for students who commit violations related to late returns and the disappearance of books.

Previous research that used a study of the principles of cooperation was conducted by (Trinaldi et al., 2020) with the research title "Principles of Cooperation in Class VIII Student Discussions." This research shows compliance and violations of the principle of cooperation when conducting class discussions. The results of complying with the principles of cooperation when conducting discussions amounted to 32 data, and then violations of the principles of cooperation amounted to 32 data. There are several factors that cause violations of the principles of cooperation, such as 1) not being confident, 2) not mastering the topic, 3) needing to be more

emotional, and 4) not being focused. Apart from that, some impacts occur due to violations of the principle of cooperation, namely the discovery of errors when understanding or capturing information, which will occur continuously until new information is discovered.

Research with the same study was also conducted by (Rohmah et al., 2019) with the research title "Representation of the Maxim of Cooperation in This Talk Show on Net TV January 2018 Edition". This research proves that there are compliance and violations of the principles of cooperation in the Ini Talk Show program. The results of this research found that the speech of the presenter and guest star complied with all the maxims of the principle of cooperation, namely the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner. The results of the second research also found that there were violations of all the maxims of the principle of cooperation, namely the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner.

Similar research was also studied by (Setiawan et al., 2017) with the title "Violation of the Principles of Conversational Collaboration in the Mata Najwa Program on Metro TV." The results of this research found that there were 130 violations of the principle of cooperation in conversations with details, 56 violations of the maxim of quantity, 10 violations of the maxim of quality, 34 violations of the maxim of relevance, and 30 violations of the maxim of manner. Not only that, this research is also divided into two forms of violations in the principle of cooperation: violations of the single maxim and double maxims. This research also discusses the factors causing violations of the principle of cooperation in the Mata Najwa program on Metro TV. The reasons are the arrangement of the maxim of wisdom, the maxim of consensus, the maxim of simplicity, the maxim of generosity, the maxim of appreciation, the maxim of sympathy, and the concept of negative face and face-saving.

Based on several studies above, there are similarities in the research, which lie in the theory used, namely the theory of the principle of cooperation. Meanwhile, the difference between some of the research above and current research is the data source and the problems studied. If the focus of several previous studies examined compliance with the principles of cooperation, violations of the principles of cooperation, and the factors causing violations of the principles of cooperation, then in this research, we will examine them further and more completely. The current research study will focus on compliance with the principles of cooperation, the language function of compliance with the principles of cooperation, violations of the principles of cooperation, and factors that influence violations of the principles of cooperation. In this way, it can be said that this research has the following objectives: (1) to describe the form of compliance and language function with the principle of cooperation in service communication conversations at the University of Muhammadiyah Malang Library, 2) to describe violations and factors that influence the principle of cooperation in service communication conversations at the University of Muhammadiyah Malang Library. This research needs to be carried out because 1) considering the close relationship between the principle of cooperation and the field of service, and 2) no application of the principle of cooperation has been found in student service communication conversation interactions with library staff. So, this research can be new for further research.

## METHOD

This type of research method is qualitative with a case study research approach. This qualitative research method produces descriptive data in the form of written words from conversations and a person's behavior that can be observed (Asmanijar et al., 2019). The case study research approach originates from phenomena that occur in reality or directly in the field (Assyakurrohim et al., 2023). According to M. R. Fadli (2021), a research method like this aims to discover the facts of a phenomenon occurring in society. This is the same as stated by (Salsabil & Ningsih, 2023). In the end, research using this method can be said to be research that focuses on describing an object studied through the researcher's thoughts and developing into a detailed discussion.

The research data is about the principles of cooperation in service communication conversations at the Muhammadiyah University of Malang Library. The data source comes from primary data sources in the form of dialogue text fragments in recorded service communication conversations between students and library staff at the University of Muhammadiyah Malang. The data source is suspected to be part of the compliance and violation data on the principle of cooperation. The data collection technique was carried out using the note-taking method. The note-taking technique in this research involves recording conversations between students and library staff and transcribing each recording. Then, the data analysis technique is carried out by analyzing the data by reducing the data, presenting the data, and drawing conclusions. The technique for continuous data analysis is that the researcher conducts a critical analysis of data related to the principles of cooperation in service communication conversations at the Muhammadiyah University of Malang Library. Then, the researcher also compares it with several related studies.

## RESULTS AND DISCUSSION

### Results

In this section, the researcher will explain the research findings. The final findings in three units of the University of Muhammadiyah Malang Library show compliance and violations of the principles of cooperation in service communication conversations. The data findings were obtained by analyzing carefully based on the characteristics of each maxim of the principle of cooperation. In maintaining continuity and measuring the level of communication effectiveness, especially in service communication conversations at the University of Muhammadiyah Malang Library, the level of compliance must be more than 50% compared to the level of violation of the principle of cooperation. Let us look at the findings presented in the following table:

**Table 1.** Overall Data from the Maxims of Cooperation Principles in Service Communication Conversations at the Muhammadiyah University of Malang Library

Maxim Principles of Cooperation	Compliance Principles of Cooperation	Violation Principles of Cooperation
Maxim of Quantity	(1)Mahasiswa: “Permisi bu, kalau bawa tas ini boleh gak?” (2)Petugas: “Gak boleh”	(3)Mahasiswa: “Batas waktu peminjaman selama berapa hari pak?”

		(4)Petugas: "Setiap buku memiliki batas waktu peminjaman selama 2 minggu, ini nanti terakhir tanggal 6 ya"
Maxim of Quality	(5)Mahasiswa: "Oh iya, digilibnya di sebelah mana?"	-
	(6)Petugas: "Di lantai 1, sebelah kanan yang banyak komputernya"	
Maxim of Relevance	(7)Mahasiswa: "Bu mau tanya, ruang LPPI dimana ya?"	(13)Petugas: "Emailnya yang mana? Mbaknya pake email ini kan?"
	(8)Petugas: "Mbaknya keluar, belok kiri di situ ada tulisan LPPI"	(14)Mahasiswa: "Iya"
	(9)Mahasiswa: "Dari perpustakaan ini belok kiri?"	(15)Petugas: "Emailnya apa sudah kami balas?"
	(10)Petugas: "Iya keluar selasar sini, belok kiri"	(16)Mahasiswa: "Oh maaf kemaren saya sudah kirim waktu hari sabtu, saya sudah mengumpulkan ulang, belum masuk ya bu ya?"
	(11)Mahasiswa: "Oh iya terima kasih"	
Maxim of Manner	(12)Petugas: "Iya sama-sama"	
	(17)Mahasiswa: "Terus ini gimana mbak?"	
	(18)Petugas: "Nanti mbaknya ketik aja eprints.umm.ac.id, nanti loginnya pakai NIM sama PIC. Selanjutnya klik upload prosedur, disitu sudah ada semua terkait ketentuan dan langkah-langkah menguploadnya"	-

Table 1. represents the overall findings of compliance and violations of the principle of cooperation in service communication conversations at the Muhammadiyah University of Malang Library. The table above shows four compliances and two violations of the maxim of the principle of cooperation. The four maxims of cooperation principles include the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner. Meanwhile, two violations of the maxim of the principle of cooperation include the maxim of quantity and the maxim of relevance.

1. Maxim of Quantity

Compliance with the Maxim of Quantity

Contextual data regarding conversations between students and library admin officers at the University of Muhammadiyah Malang. This admin section is on the 1st floor at the very front. The admin is tasked with guiding attendance and checking visitor regulations. The visiting student asked if he could come in with his belongings.

- (1) Mahasiswa "Permisi bu, kalau bawa tas ini boleh gak?"
- (2) Petugas "Gak boleh"

In the conversation between the two parties above, there is compliance with the maxim of quantity. The sentence uttered by the library admin officer complies with one of the maxims in the principle of cooperation, namely the maxim of quantity. The compliance carried out by the

library admin officer (2) is that the utterance "gak boleh" is short, concise, and straightforward. This statement meant the student would not bring his bag into the library. Compliance with the maxim of quantity in the conversation above can be categorized into language functions. This language function has meaning or purpose. The language function of the statement above is the assertive function, namely, stating. The library admin officer stated that students need help to bring their bags into the library.

### **Violation of the Maxim of Quantity**

Contextual data regarding conversations between students and library circulation officers at the University of Muhammadiyah Malang. The circulation section is on the 2nd floor. Circulation is a place to record data and all information related to borrowing and returning library books. Students who want to borrow books must first confirm with the circulation officer.

(3) Mahasiswa "Batas waktu peminjaman selama berapa hari pak?"

(4) Petugas "Setiap buku memiliki batas waktu peminjaman selama 2 minggu, ini nanti terakhir tanggal 6 ya"

In the conversation between the two parties above, the library circulation officer (4) has violated one of the maxims in the principle of cooperation, namely, the maxim of quantity. It can be explained that the sentence uttered by the library circulation officer, namely the utterance "setiap buku memiliki batas waktu peminjaman selama 2 minggu, ini nanti terakhir tanggal 6 ya" is an excessive utterance. It was considered excessive because students only asked how long the books could be borrowed and did not ask about the deadline by which the books had to be returned. The circulation officer should only say "setiap buku memiliki batas waktu peminjaman selama 2 minggu" That way, the speech will be more efficient. However, some factors influenced the remarks made by circulation officers regarding the deadline for returning books. This is influenced by the situation and conditions experienced by the circulation officer, namely, the circulation officer stamping the return deadline date on the tongue of the book at the very back. For this reason, the circulation officer's words are intended to remind you of the deadline for returning books so that you are not late and subject to sanctions.

## **2. Maxim of Quality**

### **Compliance with the Maxim of Quality**

Contextual data regarding conversations between students and library admin officers at the University of Muhammadiyah Malang. Just as explained above, the admin section is on the 1st floor at the very front. There is a reason why the admin is on the 1st floor at the front of the library. The admin is located at the front because the admin is the central place for all information in the library. The visiting students asked for information regarding the location of the Digilib room, and the admin officer explained it in detail.

(5) Mahasiswa "Oh iya, digilibnya di sebelah mana?"

(6) Petugas "Di lantai 1, sebelah kanan yang banyak komputernya"

In the conversation between the two parties above, it can be seen that the admin officer (6) has complied with one of the maxims in the principle of cooperation, namely the maxim of quality. Admin officers provide answers to questions raised by students. The admin officer answered, "di lantai 1, sebelah kanan yang banyak komputernya" The meaning of the admin

officer's answer is that the digilib room is located on the right when entering the library. However, on the right, there is not only the digilib room, but there are several other rooms, and so that the students are not confused, the admin officer provides further explanation supported by objective evidence that the digilib room is a room that contains many computers. With the answers given by the admin officers, students know the location of the digilib room they will visit. From compliance with the quality maxims above, it can be categorized into language functions. The language function of the statement above is the assertive function, namely, stating. The library admin officer stated that the digilib room was on the right and had many computers.

### **3. Maxim of Relevance**

#### **Compliance with the Maxim of Relevance**

Contextual data regarding conversations between students and library admin officers at the University of Muhammadiyah Malang. As explained above, the admin is on the 1st floor at the front, which is the center for all information in the library. Therefore, many students and non-students often ask questions regarding information inside and outside the library. The visiting students asked for information regarding the location of the LPPI room, and the admin officer explained it carefully.

- |      |           |   |
|------|-----------|---|
| (7)  | Mahasiswa | "Bu mau tanya, ruang LPPI dimana ya?"                 |
| (8)  | Petugas   | "Mbaknya keluar, belok kiri di situ ada tulisan LPPI" |
| (9)  | Mahasiswa | "Dari perpustakaan ini belok kiri?"                   |
| (10) | Petugas   | "Iya keluar selasar sini, belok kiri"                 |
| (11) | Mahasiswa | "Oh iya terima kasih"                                 |
| (12) | Petugas   | "Iya sama-sama"                                       |

In the conversation between the two parties above, there is compliance with the maxim of relevance. The answers given by the library admin officers comply with one of the maxims in the principle of cooperation: the maxim of relevance. The answers given by the library admin officers were obvious and did not deviate from the students' questions. In other words, the questions students ask have been answered with appropriate guidance. This makes it easier for students to find the location of the LPPI room. Compliance with the maxim of relevance in the conversation above can be categorized into language functions. The function of language in the statement above is the directive function, namely commanding. The library admin officer provides answers that require students to follow their directions.

#### **Violation of the Maxim of Relevance**

Contextual data regarding conversations between students and officers in the University of Muhammadiyah Malang library. When entering the library, this Digilib section is on the 1st floor to the right. Digilib is tasked with guiding and assisting students in uploading their TA (final assignment). Visiting students want to validate the TA upload that has been carried out independently and confirm via email.

- |      |           |   |
|------|-----------|---|
| (13) | Petugas   | "Emailnya yang mana? Mbaknya pake email ini kan?" |
| (14) | Mahasiswa | "Iya"   |
| (15) | Petugas   | "Emailnya apa sudah kami balas?"                  |



(16) Mahasiswa "Oh maaf kemaren saya sudah kirim waktu hari sabtu, saya sudah mengumpulkan ulang, belum masuk ya bu ya?"

In the conversation between the two parties above, student (16) has violated one of the maxims in the principle of cooperation, namely violating the maxim of relevance. It can be explained that the sentence uttered by the student, namely the utterance "oh maaf kemaren saya sudah kirim waktu hari sabtu, saya sudah mengumpulkan ulang, belum masuk ya bu ya?" is a deviant utterance or has nothing to do with the question asked by the library staff. Students should only need to answer "sudah" or "belum". That way, the answers will not be distorted. It turns out that by answering like a conversation (16), the student wanted to explain that he had revised the missing parts and had collected them again via email on Saturday. However, some factors influence the statements made by students regarding the explanation of the return collection on Saturday. This is influenced by the lack of information between officers and students, triggered by students not knowing whether emails received on Saturday at noon or later will be answered on the following working day, namely Monday.

#### **4. Maxim of Manner**

##### **Compliance with the Maxim of Manner**

Contextual data regarding conversations between students and officers in the University of Muhammadiyah Malang library. As is known, Digilib is on the 1st floor and is a place for students to upload TA (final assignments). Students are usually assisted and guided by Digilib officers if there are difficulties uploading TA files/manuscripts.

(17) Mahasiswa "Terus ini gimana mbak?"

(18) Petugas "Nanti mbaknya ketik aja eprints.umm.ac.id, nanti loginnya pakai NIM sama PIC. Selanjutnya klik upload prosedur, disitu sudah ada semua terkait ketentuan dan langkah-langkah menguploadnya"

The conversation between the two parties above shows compliance with the principle of cooperation, namely the maxim of manner. Digilib officers express compliance with these maxims to students. It can be identified that the maxim of manner expressed by the digilib officer (18), namely the expression "nanti mbaknya ketik aja eprints.umm.ac.id, nanti loginnya pakai NIM sama PIC. Selanjutnya klik upload prosedur, disitu sudah ada semua terkait ketentuan dan langkah-langkah menguploadnya" provides an answer or a way to solve a problem related to the difficulties being experienced by students. With answers that have been explained in detail and coherently, students already know the provisions and steps they must take. The manner in the conversation above can be categorized into language functions from compliance with the maxims. The function of language, according to the statement above, is the directive function, namely commanding. The officer is called to give an answer that requires the student to do what has been explained to him.

#### **Discussion**

The results of data analysis from the findings above show compliance and violations of the principle of cooperation in service communication conversations at the Muhammadiyah University of Malang Library.

### **Compliance with the Maxims of Cooperation Principles**

Compliance with the principles of cooperation that occur in service communication conversations at the University of Muhammadiyah Malang Library can support communication effectiveness in the service sector. Compliance with the principles of cooperation can be realized from various communication behaviors that originate from the communication skills possessed by library staff (Nada, 2021). These communication skills must be distinct from the principles or maxims of cooperation principles themselves. (Pulungan, 2021) has identified four maxims of cooperation principles that can be used as guidelines or rules in communication. The four maxims include the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner.

In line with that, based on the findings in the data table above, it is clear that compliance with the maxim of the principle of cooperation in service communication conversations at the Muhammadiyah University of Malang Library is: First, compliance with the maxim of quantity. Compliance with the maxim of quantity in service communication conversations shows that a conversation can be successful if the information conveyed does not exceed or even less than is needed. Like conversations (1) and (2), where the officer only answered whether or not the questions asked by students were permissible, this shows that the indicator for compliance with the maxim of quantity is that it should not be excessive. Another indicator is also shown by (Nuthihar et al., 2022) that in complying with the maxim of quantity, the answers in the conversation must be very informative according to what is needed. This means that the target conversation answer must be precise and correct; at most, it is allowed to be what is needed.

Second, compliance with the quality maxim. Compliance with the maxim of quality in this service communication conversation shows that a conversation in communication can be successful if the statement contains appropriate information and is accompanied by evidence. Like conversations (5) and (6), where the officer gives appropriate answers along with evidence regarding the description that the room in question has many computers, this shows that the indicators for compliance with the maxim of quality are appropriate and accompanied by evidence. Another similar indicator is only to say something that is convincingly true. This shows that in complying with the maxim of quality, one should not provide information that is not necessarily true or if there is no concrete evidence. Evidence in a statement does not have to be about physical objects but can also be in words or actions that happened (Mahendra et al., 2022).

Third, compliance with the maxim of relevance. Compliance with the maxim of relevance in this service communication conversation shows that a conversation can be successful if the speaker and interlocutor always contribute to the conversation according to the topic of discussion. Like conversations (7), (8), (9), (10), (11), and (12), namely that officers and students always contribute actively regarding the information being discussed about the existence of the LPPI room, this shows that the indicators Compliance with the maxim of relevance means that communication conversations must be appropriate to the topic being discussed. According to (Achساني, 2019), the indicator for complying with the maxim of relevance is that speakers and

speech partners must pay careful attention to the exchange of information. This means that the answers given must be given great attention. Speakers and interlocutors are required to work together more so that conversations can produce information that is effective and does not deviate.

Fourth, compliance with the maxim of manner. Compliance with the maxims of the method in this service communication conversation shows that a conversation can be successful if the speaker provides detailed and coherent information. As in conversations (17) and (18), the officer gave a coherent answer regarding the steps in uploading the final assignment; this shows that the indicator of compliance with the maxim of manner is that the conversation must provide detailed and coherent information. Another similar indicator, according to (Fatin, 2020), is that in complying with the maxim of manner, a problem must be discussed. This means that the topic of conversation discussed is about solving a problem with steps. With these steps in sequence, the problem can be resolved appropriately.

### **Violation of the Maxim of Cooperation Principles**

Not a few misunderstandings occur in communication. This misunderstanding fails to result in effective communication. However, sometimes mistakes are deliberately made to achieve specific goals and objectives (I. Fadli & Kasmawati, 2020). Based on the findings in the data table above, it is clear that violations of the maxim of the principle of cooperation in service communication conversations at the Muhammadiyah University of Malang Library are: First, violation of the maxim of quantity. The violation of the maxim of quantity in this service communication conversation was done intentionally. Violations that are intentionally committed are indeed caused by many factors. In conversations (3) and (4), the officer gave excessive answers to questions asked by students. However, that does not mean that these excessive answers do not have meaning and purpose. The answer given by the officer was intended to remind students regarding the limit for returning books. However, this still violates the indicator of the maxim of quantity, namely that the information conveyed is more than required. However, more than an excessive conversation can violate the maxim of quantity. In fact, according to (Trinaldi et al., 2020), a lack of information in a conversation is also a violation of the maxim of quantity. This lack of information shows that the information needs you want to obtain must still be fulfilled.

Second, it is a violation of the maxim of relevance. This violation of the maxim of relevance in service communication conversations occurred unintentionally. Violations that accidentally occur also have causal factors. Like the conversation data (13), (14), (15), and (16), students spontaneously respond with sentences that are not by the topic of discussion at the beginning; students suddenly become aware of something that crosses their mind so that what they are thinking is conveyed. Orally. This causes a violation of the maxim of relevance. This incident certainly violated the maxim of relevance because the topic of discussion was interrupted in the middle of the conversation. According to Dewi et al. (2020), violations of the maxim of relevance occur because topic deviations do not contribute to the conversation problem, so a good relationship between the speaker and the speech partner cannot be established. This makes communication conversations ineffective and not running correctly.

## CONCLUSION

Cooperation is needed in a communication conversation because, without cooperation, effective communication will not be created. Based on the findings and discussions that have been presented, the principle of cooperation is applied in service communication conversations in the University of Muhammadiyah Malang library. There are four compliances and two violations of the maxims of the principle of cooperation, including the following: 1) Forms of compliance with the maxims of the principle of cooperation include the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of method. Two language functions are found in compliance with these maxims, including assertive and directive language functions. The function of assertive language, namely stating, is found in the maxim of quantity and quality. In contrast, the function of directive language, namely commanding, is found in the maxim of relevance and the maxim of manner. 2) Forms of violation of the maxims of the principle of cooperation include the maxim of quantity and relevance. Some factors influence the occurrence of violations of these maxims. Violations that occur in the maxim of quantity are influenced by situational factors and conditions that are being experienced. Meanwhile, violations of the maxim of relevance are influenced by the lack of known information. This shows that more than 50% of the findings refer to the effectiveness of conversational communication services at the Muhammadiyah University Malang Library.

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