

Violation of Cooperative Principles and its Connection to Logical Fallacies: Critical Discourse Analysis on The Third Debate of Indonesian Presidential Election 2024

1Adriyan Kholid Riyadi, 2Baharuddin, 3Ahmad Junaidi, 4Mahyuni

¹Fakultas Keguruan dan Ilmu Pendidikan, Universitas Mataram, Jl. Majapahit No. 62, Gomong, Kec. Selaparang, Kota Mataram, Indonesia

*Corresponding Author e-mail: adriyankholid84@gmail.com,

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Abstract

This research examines the violation of Grice's Cooperative Principles and its connection to Logical Fallacies in the Third Debate of the 2024 Indonesian Presidential Election through a qualitative descriptive method framed within Critical Discourse Analysis (CDA). Using the Miles and Huberman model which consists of data reduction, data display, and conclusion drawing the study analyzed debate transcripts and video recordings to identify linguistic patterns of manipulation. The findings revealed 13 maxim violations (7 relevance, 4 quantity, 2 quality) and 39 logical fallacies, with straw man, red herring, and appeal to emotion as the most dominant. These violations were not random but deliberate rhetorical strategies used to deflect criticism, obscure weak arguments, and appeal emotionally to voters. The originality of this research lies in its integration of Grice's Cooperative Principles and logical fallacy theory within the CDA framework, offering a more holistic linguistic approach to understanding persuasion in political discourse. Unlike previous studies that treated maxim violations and fallacies separately, this study explicitly links the two, showing how pragmatic violations produce fallacious reasoning that shapes ideological narratives. Theoretically, it enriches sociolinguistic and CDA perspectives by explaining how language functions as an instrument of power and persuasion, while practically it provides insights for election organizers to improve debate moderation, for journalists to conduct more critical reporting, and for educators to enhance media literacy and critical thinking.

Keywords: Cooperative Principle, Logical Fallacies, Critical Discourse Analysis, Third Debate of Indonesian President 2024, Critical Discourse Analysis

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INTRODUCTION

Language plays an important role in politics, particularly during debates, where politicians aim to persuade, inform, and connect with their audience. Political debates are a highly strategic form of communication, requiring candidates to use language effectively to convey their ideas, defend their positions, and undermine their opponents. As Rosyidah (2020) states that most political agendas are done by using language, especially the agenda of the campaign of president and vice president candidate. Political campaigns are significant moments that define the vision, priorities, and leadership style of a candidate. Language could shape narratives and persuade audiences. Zebua et al. (2017) state that in linguistics, especially in the pragmatic field, there is a theory that explains how people cooperate in conversation,

it is a cooperative principle. Waloyo et al. (2023) stated that people cooperate to construct and convey their intention. This is what Grice's calls Cooperative Principles, which consists of four conversational maxims: quantity, quality, relation, and manner. These maxims guide speakers in providing appropriate information, ensuring truthfulness, relevance, and clarity. Hadi (2013) stated that Grice's Cooperative Principle settle that effective communication relies on participants adhering to four maxims. The maxim of quantity is a speech act performed by the speech participant by providing sufficient information or not exaggerating other information in an utterance. The maxim of quality is a speech act performed by the speech participant by saying something that is by the facts or truth based on clear and real evidence. The maxim of relevance implies that good cooperation between the speaker and the speech partner is expected in a speech act so that the speech act has a good and relevant contribution. Finally, the maxim of manners implies that in a speech act, the speech participant is required to say something immediately clear and coherent to establish good cooperation in an utterance.

In Political Discourse, Grice's Cooperative Principle, which consists of four maxim, Quantity, Quality, Relation, and Manner are often intentionally flouted to achieve strategic goals, such as shaping public opinion, evoking emotions, or deflecting criticism. Dewanta (2018) as cited in Mocanu (2015: 14) stated that there are obvious violations of conversational maxims by the politicians. Politicians may provide selective information (quantity), distort the truth (quality), be intentionally vague (manner), or shift relevance to suit their agenda (relevance). Pragmatic analysis helps reveal these manipulations, uncovering the true intentions behind political language and how it influences the audience. Grice's Cooperative Principle helps prevent logical fallacies by promoting clear, relevant, truthful, and concise communication. Logical fallacies can significantly weaken an argument by undermining its credibility and logical foundation. Logical fallacies are errors in reasoning that can undermine the validity of an argument (Mouchel et al., 2024). They often involve irrelevant points or deceptive tactics that distract from the core issue. These fallacies mislead the audience and hinder productive discourse by obscuring the truth or manipulating emotions. Logical Fallacies are common in everyday life.

Debate should be a platform for the exchange of ideas, where participants present well-reasoned arguments backed by evidence and engage respectfully with opposing viewpoints. A successful debate enables the audience to critically evaluate both perspectives, weigh the evidence, and form their own conclusions based on reasoned arguments rather than emotional appeals or personal attacks. Through structured discourse, debates allow for the exploration of different perspectives, helping the audience gain a deeper understanding of the topic. A productive debate relies on honest and logical exchanges. However, politicians often consciously or unconsciously disregard these maxims by violating, flouting, clashing with, or opting out of the conversational rule (Buddharat et al., 2017). They frequently engage in tactics such as evasion, misrepresentation, and emotional manipulation to achieve their goals. As a result, public trust in dialogue erodes, and meaningful resolutions become increasingly elusive.

Debate is a speaking scenario where individuals deliver and convince opposite points of view (Agustin et al, 2024). It involves critical thinking, logical reasoning, and effective communication skills to present arguments. The objective is not only to

defend one's stance but also to challenge the opposing viewpoint constructively. For example, previous research has shown that in various public debates, language is often employed to manipulate context and shape the audience's perceptions. In *The Violation of Cooperative Principle in Conversational of Presidential Debate Indonesia 2019* (Rosyidah, 2020), it is highlighted that candidates frequently flout the maxims of quality and relevance, strategically manipulating discourse to strengthen their positions and sway public opinion. This manipulation, often achieved through logical fallacies, is not just about misleading the audience but also about strategically steering the conversation in ways that obscure the truth and distract from substantive issues. As Zhou (2018) argues in his analysis of *The Logical Fallacies in Political Discourse*, fallacies are described as fraudulent tricks used to make an argument seem more credible. By violating the principles of relevance and quality, political candidates often rely on these fallacies to mislead the public.

The third debate of Indonesian presidential election 2024, centered on defense, security, international relations, and geopolitics, deserves deeper analysis because it exposes how political language operates under pressure when candidates must present authority on complex, high-stakes issues. In such contexts, words become weapons not merely tools of information but instruments of persuasion and control. Candidates strategically bend communication norms, violating Grice's Cooperative Principles to project confidence or hide uncertainty, while simultaneously using Logical Fallacies to frame narratives, divert attention, or discredit opponents. Studying this debate through these lenses reveals how political discourse blends logic and manipulation, showing that the struggle for leadership is also a struggle over meaning, truth, and public trust.

The previous studies explore either of cooperative principles violations or logical fallacy in different contexts, highlighting their impact on communication. However, none have combined both frameworks to examine how violation of conversational maxim directly correspond to fallacious reasoning in the specific context. While this research focused on analyzing maxim violation and also its connection to logical fallacy. The aim of this study is to demonstrate how language can be strategically manipulated in political debates. By analyzing the violations of cooperative principles, such as quality, quantity, relevance, and manner, and linking these violations to logical fallacies, the study will highlight how candidates use deceptive or misleading tactics to influence public opinion and sway voters. The study can contribute to improving political communication strategies and raising awareness about the ethical use of language in political campaigns.

METHODS

The researcher used a qualitative approach for this study, focusing on collecting descriptive data from the Third Debate of Indonesian Presidential Election 2024. Naveed et al. (2013) stated that qualitative research is a form of social action that stresses on the way people interpret and make sense of their experiences to understand the social reality of individuals. So, this study employs a qualitative approach and Critical Discourse Analysis (CDA) based on the interpretivist and social constructivist paradigms, which view reality as shaped by language, context, and meaning rather than objective facts. The qualitative approach allows the researcher to

interpret how presidential candidates use language strategically to construct authority and influence public perception, while CDA provides a theoretical framework to uncover the relationship between language, power, and ideology within political discourse. Combined, these approaches enable a deeper understanding of how violations of Grice's Cooperative Principles and the use of Logical Fallacies function not merely as communication flaws but as deliberate rhetorical and ideological strategies in the 2024 presidential debate on defense, security, international relations, and geopolitics.

Research Subject

The research subject of this study is the conversations from the Third Debate of Indonesian Presidential Election 2024. The focus is on analyzing the interactions between the candidates and the audience's perception, examining whether they follow conversational rules and how effectively they convey their messages. The goal is to gain a deeper insight into how the candidates engage in public discourse and how well they follow the norms of communication during the debate.

Research Instrument

This study will involve a qualitative content analysis of the debate transcripts or video recordings. Data collection will involve debate dialogues, followed by a systematic examination to categorize instances of maxim violations and corresponding fallacies. The analysis will be supported by a detailed rubric for both the violation of cooperative principle and the logical fallacy categories, ensuring clear and consistent coding. Content Analysis Rubric is a systematic tool designed to identify and classify violations of the four maxims of the cooperative principle in candidates' utterances. The primary tools will include a coding scheme to identify and classify violations of the four maxims of the cooperative principle, such as quantity, quality, relevance, and manner within the candidates' utterances, and Logical Fallacy Framework used to identify invalid or misleading arguments in candidates' utterances. This framework includes categories or types of logical fallacies, such as formal fallacy and Informal fallacy.

Data Collection Technique

This data collection technique outlines a systematic approach to gathering and analyzing data regarding Maxim violations during the Third Debate of the Indonesian Presidential Election 2024. The process involves analyzing video recordings and transcripts, as well as conducting group discussions. In the video recording analysis, the researcher reviews high-quality recordings of the debate multiple times to capture real-time interactions, focusing on both verbal and non-verbal cues such as body language, tone, and facial expressions. Detailed notes are taken on moments where candidates appear to violate the conversational maxims of Quality, Quantity, Relation, and Manner, as well as instances of Logical Fallacies. In the transcript analysis phase, the researcher obtains an accurate transcript of the debate, ensuring it reflects the actual dialogue and interactions among the candidates. Sections corresponding to Maxim violations identified during the video analysis are highlighted and categorized according to the relevant maxim, including the specific phrases or statements that exemplify each violation.

Data Analysis

Data analysis in this research is the steps taken after collecting the data, the purpose of data analysis is to describe the object related to the problem. The researcher will follow several steps in the analysis process:

1. Data Reduction

The first step in analyzing the Third Debates of Indonesian Presidential Election 2024 to simplify and organize the raw data. This involves carefully transcribing the debate and breaking it into smaller, such as paragraphs, sentences, phrases and words. From there, the researcher identifies moments where candidates broke the rules of effective communication, as defined by Grice's cooperative principles.

2. Data Display

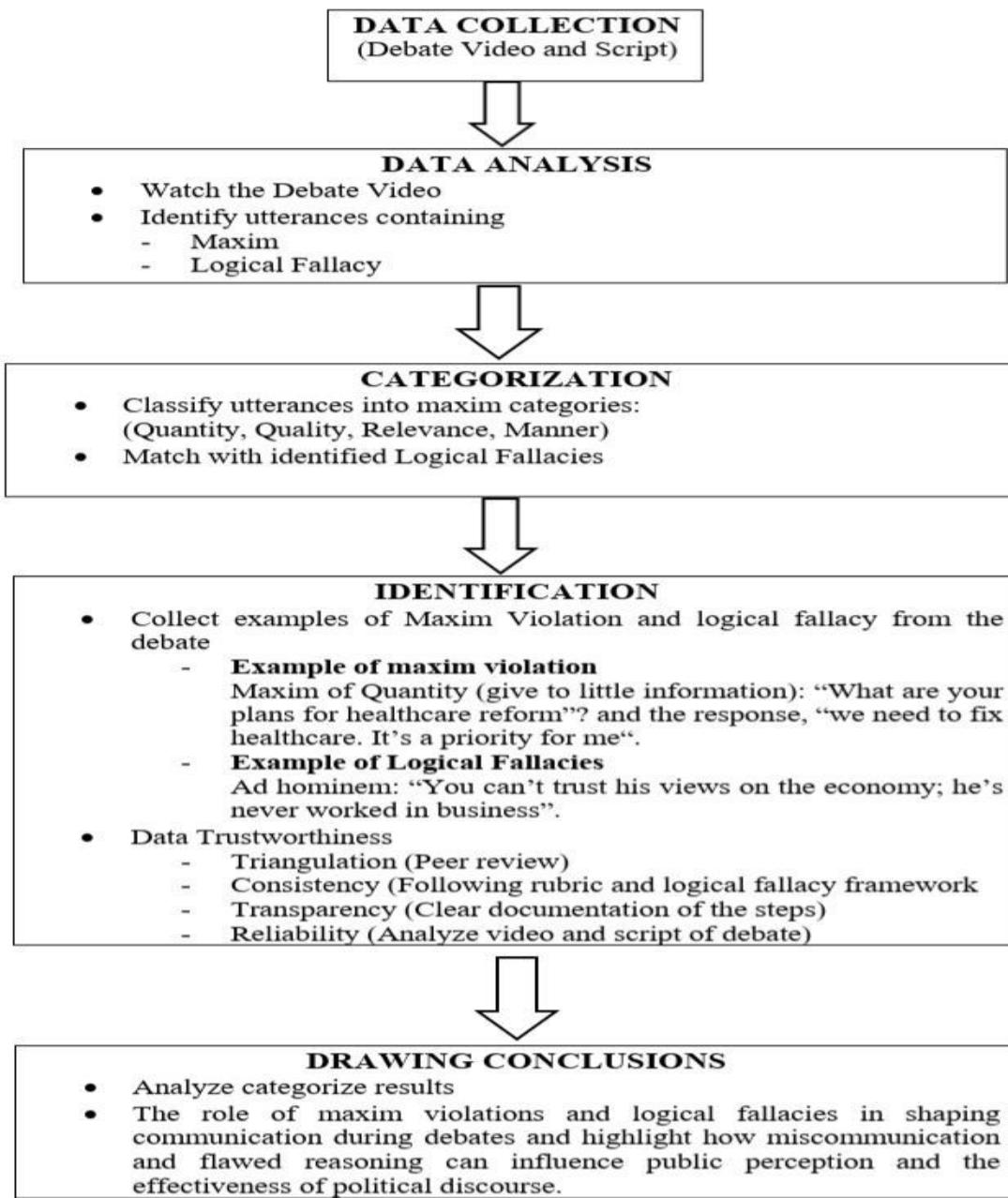
Once the data was organized, patterns began to emerge. Visual tools like charts and tables helped bring these patterns to life. For instance, a bar chart showed that violations of the maxim of quality, such as making false claims were the most common, followed by relevance violations, where candidates avoided direct answers. A pie chart illustrated the prevalence of logical fallacies, these visual aids made it clear that certain communication tactics were frequently used, especially when candidates wanted to avoid addressing difficult topics or discredit their opponents.

3. Discussion

After completing the data reduction and display phases, the next step is to discuss the findings and explore the patterns that emerged. This involves examining how the candidates' communication strategies influenced the debate, highlighting key violations of cooperative principles, and analyzing the use of logical fallacies. The analysis revealed that candidates frequently broke communication rules such as maxim and logical fallacy during the debate.

4. Conclusion

After all the steps above were done, the next step is drawing a conclusion. The data from the Third Debate of Indonesian Presidential Election 2024 will be analyzed by examining utterances in the video and script. Through analysis, utterances were categorized based on violations of the Cooperative Principles maxims (quality, quantity, relevance, and manner) and matched with corresponding logical fallacies. This process allowed the researcher to identify and collect instances where maxims were violated, revealing how these violations and logical fallacies were employed in the debate to influence communication and audience perception.



Data Validation and Limitation methodological

To ensure credibility, this study applied triangulation such as , source triangulation was done by cross checking the official debate transcript, video recordings, and media reports to ensure data accuracy. And this study recognizes several limitations. Although this research analyzed all sessions of the third debate of Indonesian president 2024, several limitations were still encountered. First, the study focused mainly on verbal discourse, so non-verbal elements such as gestures, tone, and audience reactions were not analyzed in depth. Second, time and access constraints limited the number of external reviewers consulted during the analysis process. Despite these limitations, the study maintained methodological rigor by

systematically applying the CDA framework and Miles and Huberman's model of qualitative data analysis to ensure credible and reliable findings.

FINDINGS AND DISCUSSION

The findings of this thesis reveal how the three presidential candidates Anies Rasyid Baswedan, Prabowo Subianto, and Ganjar Pranowo violated Grice's Cooperative Principles and used Logical Fallacies during the Third Debate of Indonesian Presidential Election 2024. Using a qualitative descriptive method and Critical Discourse Analysis (CDA), the researcher analyzed the debate transcripts and video recordings to identify patterns of maxim violations and fallacious reasoning. This study aims to show how these linguistic and rhetorical strategies were not random mistakes, but rather deliberate communication techniques used to influence public perception, deflect criticism, and strengthen each candidate's persuasive appeal.

The explanation will focus on how each maxim was violated and how those violations are connected to specific types of logical fallacies. It will describe which maxims appeared most frequently during the debate, what kinds of fallacies were most commonly used, and how these elements interacted to create persuasive yet sometimes misleading political discourse. By examining the candidates' speech acts in detail, this part of the research will reveal how language can be manipulated in subtle ways to control the flow of discussion and shape the audience's understanding of the issues being debated.

Cooperative Principles

The qualitative analysis identified thirteen instances of maxim violations in total, comprising four violations of the maxim of quantity, two violations of the maxim of quality, seven violations of the maxim of relevance, and no violation of the maxim of manner. Among these, the maxim of relevance was the most frequently violated, reflecting a tendency among the candidates to deliver answers or arguments that strayed from the question posed or the topic being discussed. This type of violation often occurred when the candidates sought to redirect attention from sensitive or controversial topics, instead emphasizing personal achievements or broader political agendas to reshape the narrative in their favor. Such deviations indicate that relevance violations were used intentionally to avoid accountability or to manipulate audience perception. Violations of the maxim of quantity were the second most common, appearing when the candidates either provided too much information or failed to provide enough. In some instances, overly lengthy explanations served to obscure the core issue, while in others, insufficient information created ambiguity and hindered clarity. These violations highlight how the quantity of information can be manipulated to create a rhetorical advantage. Meanwhile, violations of the maxim of quality were relatively fewer but carried significant weight, as they typically involved unverified statements, overgeneralized claims, or assumptions that lacked supporting evidence. These statements were often emotionally charged and designed to appeal to the audience's beliefs or sentiments rather than to objective reasoning. Interestingly, there were no violations of the maxim of manner, indicating that despite content-related manipulations, the candidates generally maintained clarity, coherence, and structure in their speech delivery.

Table 1. Number of Maxim violation

Maxim Type	Number of Violation
Maxim Of Quantity	4
Maxim Of Quality	2
Maxim Of Relevance	7
Maxim Of Manner	0

Grice's Cooperative Principle, which consists of four maxims, Quantity, Quality, Relation, and Manner are often intentionally flouted to achieve strategic goals, such as shaping public opinion, evoking emotions, or deflecting criticism. Politicians may provide selective information (quantity), distort the truth (quality), be intentionally vague (manner), or shift relevance to suit their agenda (relevance). The researcher presents types of maxim violation during the Third Debate of Indonesian Presidential Election 2024.

In Segment 2.7, Ganjar was asked by the moderator about his commitment to restructuring the defense and security institutions. He delivered a lengthy and wordy response but failed to clearly outline any specific or actionable plans for resolving the issue of overlapping authority among agencies. This is the violation of maxim quantity and also red herring.

“Maka seluruh yang tumpang-tindih dari sisi regulasi, satu perlu harmonisasi, 2 perlu sinkronisasi, dan pada tingkat tidak ada keputusan, maka pemimpin tertinggi harus berani mengambil keputusan itu sehingga tumpang-tindih yang selama ini selalu saja menjadi perdebatan yang tidak ada hentinya maka diselesaikan di meja presiden”

“Therefore, all overlapping aspects in terms of regulation must be addressed first, through harmonization; second, through synchronization. And in situations where no decision has been made, the highest leader must be courageous enough to make that decision so that the overlapping regulations, which have long been a source of endless debate, can finally be resolved at the presidential level”. (Debate Transcript, 2024).

In Segment 4.6, Prabowo responded to ethical questions emotionally and evasively, attacking Anies's credibility without evidence, which appeared as an unfair personal attack rather than a factual rebuttal. This is the violation of maxim quality and also Ad hominem

“ anda tidak pantas bicara soal etik, itu saja”.

“You are not in a position to speak about ethics, that's all” (Debate transcript, 2024).

In Segment 2.1, Anies primarily discussed the rising cyber threat and the need for cyber defense. He focused on the problem (hacking affecting families/devices) but didn't clearly explain how Indonesia would acquire or develop the necessary defense technology. This is the violation of maxim relevance and Hasty generalization.

"Ini adalah salah satu ancaman non-tradisional yang makin hari makin nyata dirasakan. Di Indonesia kita merasakan keluarga-keluarga kita, HP, komputer menghadapi tantangan hacking".

"This is one of the non-traditional threats that is becoming increasingly evident each day. In Indonesia, we can feel it in our families, our mobile phones and computers are facing the threat of hacking" (Debate transcript, 2024).

Logical Fallacies

The second major finding pertains to the use of logical fallacies, which appeared consistently across the debate and played a central role in shaping the candidates' rhetorical strategies. A total of thirty nine logical fallacies were identified, illustrating that flawed reasoning was a recurring element of the discourse. These fallacies were used both intentionally and subconsciously to influence the audience, strengthen personal credibility, or discredit opponents. The most dominant fallacy was the Straw Man fallacy, occurring seven times. In these cases, candidates misrepresented or oversimplified their opponents' statements to make them easier to refute, creating the illusion of intellectual superiority while diverting from the actual argument. The Red Herring fallacy appeared six times, showing how candidates frequently distracted attention from challenging issues by shifting to unrelated topics, often emphasizing achievements or moral values to regain audience approval. The Appeal to Emotion fallacy was found five times, indicating that candidates frequently relied on emotional triggers such as patriotism, empathy, or fear to persuade the audience instead of presenting verifiable evidence. The Hasty Generalization and Post Hoc Ergo Propter Hoc fallacies were each found four times, representing arguments that oversimplified complex realities or assumed causation without evidence. Other fallacies such as False Dilemma, Ad Hominem, and Slippery Slope appeared three times each, typically in moments of heated exchange where candidates sought to frame issues in black and white terms, personally attack opponents, or predict exaggerated consequences to influence voters' emotions. The least common fallacies were Circular Reasoning and Appeal to Tradition, which appeared twice each, but they still reflected the tendency to rely on repetitive or culturally ingrained reasoning to validate arguments without logical substantiation.

Overall, the findings suggest that the frequent use of logical fallacies in the Third Debate of the Indonesian Presidential Election 2024 was not merely a byproduct of spontaneous argumentation but an integral part of the candidates' rhetorical strategy.

Mayfiel theory of logical fallacies occur when an argument is based on faulty reasoning or incorrect logic. A logical fallacy is an error in reasoning that undermines the validity of an argument (Mouchel et al., 2024). These fallacies often arise when arguments rely on poor logic, irrelevant points, or deceptive tactics rather than sound evidence or reasoning. The researcher presents types of maxim violation during the Third Debate of Indonesian Presidential Election 2024

Segment 1.2, Anies explain about his vision and mission. Saying the budget is wrong just because it includes used equipment is too simple. Buying used tools can be smart if they are cheaper or needed fast. There are also rules and plans behind how

the money is spent, so we need to look at the full picture, not just one part. This is the used of strawman fallacy.

"Dengan anggaran 700 triliun, Kementerian Pertahanan seharusnya mampu mempertahankan negara, tetapi anggaran tersebut justru digunakan untuk membeli alutsista bekas".

"With a 700 trillion-rupiah budget, the Ministry of Defense should be able to protect the nation, but instead, the funds were used to purchase second hand military equipment" (Debate transcript, 2024).

Segment 1.2, Anies make statement about communities affected by drug abuse. This is the use of appeal to emotion, because the speaker talks about how many people are affected by drugs and how families are suffering. This makes people feel concerned, but there is no explanation about the causes or clear ideas on how to fix the problem. While feelings are important, it is also necessary to share facts and solutions to make real progress.

"Sebanyak 4,8 juta orang telah terpapar narkoba, dan banyak keluarga menderita akibatnya. Ini adalah kenyataan yang sangat menyakitkan bagi kita semua".

"a total of 4.8 million people have been exposed to drugs, and many families suffer as a result. This is a deeply painful reality for all of us" (Debate transcript, 2024).

Segment 6.3, Anies shared his thoughts on how he plans to improve the welfare of the police and the military. It suggests that the only way to ensure national security is by increasing salaries, providing official housing, and guaranteeing the welfare of security personnel and this is one of the type of false dilemma fallacy.

"Kami akan memastikan adanya kenaikan gaji setiap tahun, menyediakan rumah dinas, dan menjamin kesejahteraan mereka agar dapat bekerja dengan lebih fokus".

"We will ensure annual salary increases, provide official housing, and guarantee their welfare so that they can work with greater focus" (Debate transcript, 2024).

Segment 1.3, Some people think a country needs a big army to stay safe, but that is not always true. Countries can also use talks, agreements, and help from others to protect themselves. Prabowo argues that without a strong military, a country could be colonized, lose its resources, or be driven from its land, it is mean that prabowo used a slippery slope fallacy.

"Tanpa kekuatan militer yang besar, sebuah negara berisiko dijajah, diambil kekayaannya, atau terusir dari tanah airnya".

"Without a strong military force, a nation risks being colonized, having its resources seized, or being driven from its own homeland" (Debate transcript, 2024).

Segment 2.6, Ganjar was responding to Prabowo's statement regarding Indonesia's role in that cooperation. However, Ganjar's response might not have been entirely effective, as focusing too heavily on that area does not guarantee success. This is the used of post hoc ergo propter hoc fallacy.

"Jika kita sepenuhnya fokus pada industri baterai dan sumber daya alam, maka kekuatan ekonomi kita akan semakin besar".

"If we fully focus on the battery industry and natural resources, our economic power will grow even stronger" (Debate transcript, 2024).

Segment 2.2, Anies says that new technology is important but does not explain how to get or use it, so this is the identity of circular reasoning. Without a specific plan or explanation, the idea sounds good but lacks practical detail. This makes it hard to understand how the proposal will work in real life and whether it can improve cybersecurity.

"Yang ke-2 adalah pengadaan teknologi-teknologi terbaru, tapi kuncinya bukan semata-mata pada teknologinya, kuncinya adalah pada pelibatan semua secara semesta".

"We can procure the latest technologies, but the key does not lie solely in the technology itself, the key is in the inclusive involvement of everyone" (Debate transcript, 2024).

Segment 5.9, Prabowo make comparisons should always be done on an apple to apple. Comparing the past with the present is often inaccurate and inappropriate. The argument uses an example from the past to justify current actions, without considering how much the situation has changed, this the used of appeal to tradition fallacy.

"Saya ingatkan Bung Karno saat menghadapi Irian Barat alatnya bekas".

"I would like to remind you that when Bung Karno faced the West Papua issue, the equipment he used was secondhand" (Debate transcript, 2024).

Table 2. Types of Logical Fallacies

Type of Logical Fallacies	Number of Logical Fallacies
Red Herring	6
Hasty Generalization	4
Straw Man	7
Appeal to Emotion	5
False Dilemma	3
Ad Hominem	3
Slippery Slope	3
Post Hoc Ergo Propter Hoc	4
Circular Reasoning	2
Appeal to Tradition	2

These findings reveal in even greater depth that the relationship between violations of the Cooperative Principles and the use of logical fallacies is not coincidental, but an intentional and systematic feature of political discourse. In the case of the 2024 Indonesian Presidential Debate, language was employed not merely

as a vehicle for communication, but as a strategic instrument of persuasion, manipulation, and image construction. The candidates Anies Baswedan, Prabowo Subianto, and Ganjar Pranowo used speech acts that carefully balanced between appearing cooperative and subtly manipulating meaning. By selectively violating the conversational maxims and employing fallacious reasoning, they managed to appear informed, assertive, and confident while simultaneously evading direct accountability. This strategic manipulation of discourse illustrates how power in politics often resides not in what is said, but in how it is said, and how meaning is constructed and perceived by the audience.

The findings show that the violation of the maxim of relevance played a crucial role in shaping the argumentative structure of the debate. This maxim, which demands that speakers stay on topic and respond directly to questions, was violated most frequently, with a total of seven instances. These violations were closely tied to Red Herring and Straw Man fallacies. The candidates frequently used these fallacies to deflect difficult questions or to attack distorted versions of their opponents' arguments. For instance, when asked about specific defense or foreign policy matters, candidates often shifted the discussion toward unrelated themes such as economic growth or social welfare, thereby distracting the audience from the original topic.

Meanwhile, violations of the maxim of quantity, which requires speakers to provide information that is sufficiently informative but not excessive, were linked to False Dilemma and Hasty Generalization fallacies. The study recorded four such violations, indicating that the candidates sometimes delivered responses that were either overly verbose or lacking in substance. In certain instances, they simplified complex political or social issues into two-sided arguments, presenting limited options as if they were the only possible solutions. This created a sense of decisiveness and confidence, appealing to the audience's desire for clear answers in uncertain situations.

The violation of the maxim of quality, which emphasizes truthfulness and accuracy, was identified in two instances and was associated with Ad Hominem and Appeal to Emotion fallacies. These fallacies appeared when candidates used personal attacks or emotionally charged language to influence the audience instead of providing evidence-based reasoning. For example, some candidates questioned their opponents' credibility or integrity rather than addressing the substance of their arguments.

Interestingly, the maxim of manner, which calls for clarity and orderliness, was not violated. Despite manipulating the content of their speech, the candidates maintained an appearance of coherence, fluency, and rhetorical control. This finding suggests that their use of language was intentional and calculated; while their arguments may have lacked logical rigor, their delivery was structured and clear. This balance between form and content reflects the skillful nature of political communication, where clarity of expression can coexist with strategic ambiguity and manipulation of meaning.

These interconnections between maxim violations and logical fallacies emphasize how deeply intertwined pragmatics and rhetoric are in political discourse. Violating the Cooperative Principles does not merely disrupt communication it reshapes it, guiding the audience's perception toward preferred interpretations. Logical fallacies, in turn, serve as the argumentative backbone of this manipulation,

providing a framework through which distorted or incomplete reasoning can still sound convincing. The combination of these two elements produces a discourse that is linguistically coherent but logically flawed a powerful tool in shaping public opinion.

This provides a deeper analysis of the strategic motivations behind the patterns of maxim violations found in the Third Debate of Indonesian Presidential Election 2024. The candidates' choices to violate certain maxims were not merely accidental but reflected deliberate rhetorical strategies aimed at gaining public sympathy, deflecting criticism, and maintaining a positive image. These strategies demonstrate how political actors manipulate conversational principles to strengthen persuasion and control the narrative. Furthermore, the socio political context of Indonesia played a crucial role in shaping these discourse strategies. Given the competitive and polarized nature of the 2024 election, candidates tended to use emotionally charged language, nationalistic appeals, and topic shifts to align with public sentiment and respond to political pressures. Such contextual factors encouraged the use of fallacious reasoning and maxim violations as tools for self-defense and audience engagement.

A comparative analysis among the three candidates shows both similarities and differences in their discourse patterns. While all candidates violated the maxims of relevance and quantity to strategically redirect topics or dominate speaking time, Anies tended to employ analytical reasoning supported by moral appeals, Ganjar often used idealistic yet generalized statements, and Prabowo relied heavily on emotional and patriotic rhetoric. Despite their differing styles, these strategies collectively reveal how linguistic choices in debates serve broader political purposes in shaping public perception.

The discussion of these findings demonstrates that the Third Presidential Debate of 2024 exemplified the dynamic intersection between language, logic, and power. The deliberate violation of Grice's Cooperative Principles and the systematic use of logical fallacies were not mere byproducts of heated political exchange but deliberate strategies employed to persuade, manipulate, and perform. Through these linguistic maneuvers, the candidates sought to construct appealing public personas, influence perceptions of competence, and direct the audience's focus away from complex or controversial issues. This study highlights the need for continued research and education in critical discourse analysis, pragmatic awareness, and media literacy to help the public navigate the increasingly sophisticated landscape of political communication. Only through such awareness can society foster more transparent, ethical, and rational forms of dialogue that prioritize truth and understanding over manipulation and spectacle.

CONCLUSION

The findings of this research revealed that violations of Grice's Cooperative Principles were not random occurrences but deliberate linguistic and rhetorical strategies used by the candidates during the Third Debate of the 2024 Indonesian Presidential Election. Among the four maxims, the maxim of relevance was the most frequently violated (7 instances), followed by the maxim of quantity (4 instances) and the maxim of quality (2 instances), while no clear violation of the maxim of manner was detected. These violations were often accompanied by logical fallacies such as

straw man, red herring, appeal to emotion, and false dilemma, indicating that the candidates intentionally manipulated discourse to deflect criticism, oversimplify complex issues, and appeal to voters' emotions rather than reason. This pattern demonstrates how linguistic choices in political communication serve pragmatic and strategic purposes specifically to shape public perception, maintain authority, and construct ideological narratives. Theoretically, these findings contribute significantly to the development of sociolinguistics and Critical Discourse Analysis (CDA) by expanding the application of Grice's Cooperative Principles in political contexts, showing that maxim violations can be purposeful tools for persuasion rather than communicative failures. Moreover, the integration of logical fallacy analysis within the CDA framework provides a deeper understanding of how reasoning and language manipulation operate together to reinforce political dominance and ideological influence. Practically, the study offers meaningful implications for several stakeholders. For election organizers (KPU and Bawaslu), the results highlight the need for stricter debate moderation and clearer guidelines to ensure candidates remain relevant, factual, and accountable. For journalists and media institutions, the findings emphasize the importance of critical reporting and discourse monitoring to expose manipulative rhetoric and help the public distinguish between factual argumentation and fallacious reasoning. For educators and civic organizations, this research can serve as a foundation for media literacy and critical thinking programs that equip citizens to evaluate political messages rationally. Meanwhile, in the field of education and linguistic studies, this work provides authentic materials for teaching pragmatics and discourse analysis through real political communication data. Finally, the study encourages future research to conduct cross-period comparisons between the 2019 and 2024 debates to trace the evolution of rhetorical strategies, to analyze audience perception of maxim violations and fallacies to understand their persuasive impact, to include multimodal elements such as tone, gesture, and visual cues for a richer discourse analysis, and to expand the study cross-culturally or quantitatively to test correlations between types of violations and fallacies. Such further exploration will deepen the theoretical and practical understanding of how language functions as a tool of power, ideology, and persuasion in Indonesian and global political discourse.

SUGGESTION

After observing the 2024 Indonesian presidential debate, several suggestions can help improve future discussions. Candidates should communicate clearly and honestly, avoiding manipulative tactics that violate the Cooperative Principles. Moderators need to guide debates more actively, ensuring relevance and fairness. The public should strengthen media literacy to recognize logical fallacies and misleading arguments. Political parties ought to train candidates in ethical and effective communication, while journalists should analyze not only what is said but how it is said. By fostering honesty, critical thinking, and clear communication, future debates can become more meaningful and democratic.

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