

ABSTRACT

This study aimed to analyze the type of Grice's Cooperative Principle and maxim violations found in WhatsApp conversations between customers and staff at Casa Villa Bali. The study was grounded in Grice's (1975) theory of Pragmatics, which emphasized the importance of the four conversational maxims: Quantity, Quality, Relevance, and Manner. The data were collected through purposive sampling using documentation techniques and a non-participatory informant approach. The data were obtained through 17 selected screenshots of WhatsApp chats provided by the villa supervisor. These data represented real customer service interactions regarding facilities, services, and staff responses. The findings showed that various maxim violations occurred, including 13 data violating the Maxim of Quantity, 15 data violating the Maxim of Quality, 9 data violating the Maxim of Relevance, and 17 data violating the Maxim of Manner. These violations often arose due to vague language, lack of sufficient information, or unclear intentions in the messages. The study concluded that while digital communication aimed to support effective service, violations of cooperative maxims could lead to misunderstanding or reduced customer satisfaction. Therefore, the application of the Cooperative Principle was considered essential to improve communication quality in hospitality settings.

Keywords: *Cooperative Principle, Maxim Violation, Pragmatics, WhatsApp Communication*