

CHAPTER I

INTRODUCTION

1.1. The Background of the Study

In daily human life, communication takes indispensable roles that help us to share information and knowledge and to give a chance to engage with others and promote their views. Communication helps to explore how people from different backgrounds of cultures, beliefs, and religions come together to work and connect with each other. One of the ways to communicate is by making conversation. Conversation is a key to language development, exchange of ideas, and understanding to each other.

In order to make conversation run effectively and successfully, Grice (1975) proposed The Cooperative Principle. It helps people to avoid less effective and misunderstandings in communication. It is a principle that can be used to actively guide the way you communicate in various situations so that the message can be understood by both the speaker and the interlocutor.

Nowadays, information is passed in a blink of an eye, and distance is not an issue anymore. Thanks to the internet, it provides a new media for people to communicate with others more smoothly than at any other time in history. The internet has transformed communications to the next level that it is now people's favorite medium of everyday connection.

Mobile internet is a fresh revolution in the progress of the internet that is being formed especially by instant as mobile communications. Thus, the internet is no longer considered as information exchange alone, it is an up-to-date tool

facilitating individuals to create content, to meet new people, to communicate with one another, to make decisions, to express themselves, and even to escape from reality. Web technologies promote amateur media personalities to create and share their own videos and help artists exhibit their art.

In the early 2000s, the concept of transferring the audio blogs to an audio player as an MP3 file became mainstream. Therefore, the rise in popularity was achieved by portable audio devices such as the iPod. As the world becomes busier, audio content that is podcast has become a trend. It provides listeners the ease to deal with endless variety of themes and subjects, and also allows them to multitask without worrying have to provide the spare time to watch a video. Someone can find any interesting topic online in podcast format.

As time goes by, the podcast is no longer only in audio format. Now people can find it on YouTube. YouTube is the most famous and outstanding video-sharing platform on Earth. By transforming a podcast's typical format into the video on YouTube, it allows the content creator to engage with the audience, gain feedback, and respond to questions. YouTube has become the most predominant podcasting platform that offers creators a preferential opportunity to reach more viewers with their content. It is an outstanding platform for not only music and videos but also a more obvious home for podcasts than Google search, especially since people already go there for podcasts.

The growth of digital media such as podcasts has continued to rise during the Covid-19 pandemic. In Indonesia, people tend to get more attracted to anything that goes viral or becomes a hot issue. They look for it also on the podcast as its

topic. The phenomenon of '*Crazy Rich*' suddenly became trending in social media since the movie '*Crazy Rich Asians*' was released here in late 2018. And the trend of *flexing* in social media has been rampant ever since. Not only public figures and celebrities but also people who have never been seen on-screen excessively showing off their wealth in front of the camera in order to make it viral and being the center of attention in social media to be labeled as '*Crazy Rich*'.

Moreover, this trend brings about *flexing* is prevalent to do among the millennials in social media especially the *Celebgrams*, *YouTubers*, and *Influencers* in which they have a huge number of followers or subscribers. Somehow the tendency of flexing turns into preferred content and goes viral in social media since it succeeds to increase the number of viewers and get the other content creators to make similar content. They show off anything they have, anything they buy instead of their works and achievements to motivate the young generation in a positive way. The younger generation is more vulnerable financially. Young people are faced with the choice of spending money for fun or saving or investing to increase assets. And they are easy to be fooled by influencer invitations.

Indra Kenz was one of the influencers who is known as '*Crazy Rich Medan*' became viral since he uploaded content when he bought a Tesla car for Rp. 1.5 billion at 3 o'clock in the morning. He has also the mainstay jargon '*murah banget/it's really cheap*' every time he buys goods at fantastic prices which becomes controversial. Apart from uploading his luxurious life as content on his YouTube account, he also shared online trading guides which he admitted he gained wealth mostly from it and persuaded his viewers to join online trading in order to be as

successful as him. As he went viral, he was often invited to several national television shows and podcasts on YouTube as a guest.

However, Indra Kenz was named a suspect in the Binomo application fraud case by the Criminal Investigation Police investigators on February 27, 2022, in Jakarta. His assets would be investigated as it was allegedly the result of a fraudulent investment fraud case in Binomo binary options trading. He once said that Binomo is legal on his YouTube account. But finally, through his personal Instagram account, he apologized and admitted that Binomo was illegal. As the result, people immediately go back to his YouTube account as well the podcast where he was invited in as a guest to leave hate comments for him.

Binomo is a trading platform that he kept promoting on social media and also when he was invited as a guest in someone else's podcast. He was alleged as a Binomo affiliate. Binary Options have recently become a hot topic of discussion after a number of people declared to be victims of losing money. And people consider Indra Kenz as a trading affiliate and accused him of fraud because the income was obtained from customer losses. They came from various backgrounds and with various losses. Some have lost hundreds of thousands, but some have lost tens of billions to the point of having to bear debts, some were even stressed to mental illness, and some even commit suicide. The more who joined, the more people became victims, which means the more profitable the affiliate would obtain from them. Although often considered as a trading instrument, recently binary options have been defined as online gambling activities under the guise of trading in commodity futures trading.

Regarding this phenomenon and fraud case done by Indra Kenz, the researcher decided to explore how he delivered his utterances in order to get attention and persuaded viewers, especially in the podcasts since he was often invited after he went viral. Since podcast involves two ways of communication between a host and guest as interlocutor where they tend to discuss the hot issue or trending topic, the speaker might flout the maxim of conversation in conveying his utterances. The concept of maxim is an essential notion within the theory of the Cooperative Principle.

Grice's theory the Cooperative principle (1975) was used in this study to define the flouting maxim that occurs in the podcast where Indra Kenz was invited as a guest. When the utterances can be understood by the speaker and hearer so that the roles of communication are fulfilled which can be analyzed in linguistic features as Cooperative principle in pragmatic aspect. However, if a conversation doesn't complete the rule of the Cooperative principle, it will cause the flouting of maxim.

Grice (1975) suggests that conversation is based on a shared principle of cooperation, something like: *"Make your conversational contribution what is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged."* This principle is complemented in a series of maxims, they are maxim of quantity, maxim of quality, maxim of relation, maxim of manner. Grice states that if those four principles are obeyed by the participants in a conversation, thus they can give a contribution to the conversation and the conversation itself can go on smoothly. People will have an effective communication if they accomplish the cooperative principles as regard to the four maxims of

conversation. However, sometimes in communication, people tend to flout the maxims consciously due to several factors such as avoiding offending people, saving face, creating a sense of humor, and criticizing something or someone. Flouting a maxim is an indication to the hearer that the speaker is not following the cooperative principle (Cruse, 2000).

The preliminary data were taken from a podcast where Indra Kenz was invited as a guest in *Curhat Bang Denny Sumargo* YouTube channel. This research was to reveal a language feature used by Indra Kenz (IK) in a podcast with Denny Sumargo (DS) since Indra Kenz was a *Crazy Rich Medan* who kept doing flexing on his social media and also an affiliate of Binomo which alleged fraud under the guise of online trading. The problem of this research was based on the theory by Grice (1975). Flouting maxim occurs when communication does not effectively deliver which is simply found in people's daily life such as everyday conversation, asking a question, and answering it. This research focused on the flouting maxim that occurred in the podcast where Indra Kenz was an interviewee.

Data 1

DS: *Coba lo jelasin, kalau menurut versi lo miskin itu privilege gimana?*
(Can you explain, what do you mean by saying 'being poor is a privilege'?)

IK: *Lu lahir dari nol, lu berjuang jadi seratus. Feeling ini, feeling enak ini yang indah ini hanya bisa lu rasain kalau lu lahir nol. Kalau lu lahir lima puluh, lu kan ga bisa jadi nol. Ga boleh donk. Lu harus ke seratus atau bahkan dua ratus. Kalau lu lahir udah seratus lu harus ke dua ratus, ini maksudnya. **Jadi orang-orang kaya kita, kaya aku yang lahir yang memang biasa-biasa aja, dari keluarga pas-pas an, ketika gua berjuang dan gua sukses, gua bisa ngerasain feeling perjuangannya itu. Privilege nya itu.***

(If you were born from zero, you would struggle to achieve one hundred. This feeling, this good feeling that you only could feel if you were born in zero. If you were born in fifty, you could not be in zero. It could not be. You have to reach one hundred or even two hundred. If you were born in one hundred, you

have to be in two hundred, that is what I mean. **So, people like us, like me who was born from a simple family, the lower middle class one. When I struggled and I succeed, I can feel the struggling sensation. That is the privilege.**

This datum is containing a flouting maxim of quality which occurs since Kenz is not telling the truth. It shows that he contributes incorrectly information because he used the term privilege as a metaphor to convince people that his struggling feeling or sensation to be a successful man can be said as a privilege that not all people are granted, whereas privilege is a special right or prerogative granted as an excellent advantage, benefit, or favor to a specific person or group. He tried to influence people that they can be ‘from zero to hero’. Even though he intentionally motivated people with his statement, yet it was misleading them by giving the wrong interpretation of a privilege. However, he disclosed it was a book title that he would publish soon. “*Terlahir Miskin = Privilege (Born Poor = Privilege)*” is a book he prepared to release, that is the reason he keeps promoting the term “Miskin itu Privilege”. To obey the cooperative principle, Kenz should provide true information when he utters something.

Data 2

DS: *Cuma ada satu pertanyaan yang cukup banyak mempermasalahkan akhirnya. Lu kan sebagai affiliator atau seorang yang me-marketing-in secara tidak langsung. Lu tau ini barang seperti apa karena lu mainin, ada konsekuensi seperti apa, dan lu tau kalau ini tidak legal kan, tapi lu influence orang secara tidak langsung basic dari omongan lu untuk ikut bermain, nah pertanggungjawaban lu itu yang akhirnya mereka jadi pertanyaan.*

(There is one question that ends up becoming an issue. You are as a trading affiliate or someone who implicitly promotes it. You know how it works because you are also a user. There is a consequence you will take, and you know it is illegal. However, you keep influencing people to do it. So that your responsibility is questioned by them.

IK: *Betul, nah tetapi begini, pertanggungjawaban gua itu kan sudah gua katakan di awal, 'ini ada resikonya'.*

(That is right, but it is like this, **my responsibility is from what I said at the beginning "it takes a risk"**)

The datum above is pointing out flouting maxim of relation takes place in the podcast with Indra Kenz. Denny Sumargo asks about his responsibility as a trading affiliate that was expected to provide an explanation related to the situation that occurs after people joined Binomo. However, he does not give relevant information instead of saying "it takes a risk" and it is not related to what he keeps doing to promote that online trading platform despite he knows it is illegal in Indonesia and a number of people claimed to be victims of losing money. He gives a short sentence responding to Denny's question in order to avoid talking about it because it is a controversial issue that he does not want to expose furthermore.

Marlisa and Hidayat (2020) investigated the flouting maxim in Good Morning America (GMA) talk show in which Jackie Chan was invited as the guest. The purposes of this research were to find out the types of maxims that were flouted by the hosts and the guest and to reveal the reasons behind the occurrence of the maxims. It was discovered that all four types of flouting maxim were committed by both the two hosts of the GMA talk show and Jackie Chan. The most dominant flouting maxims found were maxim of quantity and maxim of manner. Flouting maxim of manner appeared since Jackie shared his experience in filming the actions movie, he was expressive that made him give more information than was needed. Moreover, the research also explained the reasons for flouting maxims which were helpful to perform fun conversation and to elaborate more explanations.

Furthermore, Wahyuni, Arifin and Indah (2019) explored about flouting maxims that occurred in a movie. This research tried to reveal types of maxims flouted by the main characters and also to identify the implied meaning behind their utterances. The findings showed all kinds of Gricean maxims were flouted by the main characters as 44 data contained flouting maxims in the movie. Moreover, it was also discovered the implied meaning behind the main characters' utterances depends on the context of the conversation. Most of the implied meanings used by the speakers contained insulting, rebuking, requesting, and praising.

Manurung (2019) focused on the flouting maxim in a talk show. She explored the dominant flouting maxims during the conversation between the participants in Hitam Putih talk show and why they flouted maxims. As the result, she discovered that the most flouted maxim was the maxim of quality. It occurred in the conversation due to making a joke and sharing clearer information. In order to make a joke, the participant pretended not to know something, also pretended not to be honest. It was also come across that all maxims were flouted in the show. Maxim of quantity was flouted to give more evident information, to stress something, and to avoid the unpleasant condition. Maxim of relation was also flouted as being polite, and the maxim of manner was flouted to make a joke. This research showed the characteristic of Indonesian speaker tends to be pleonastic and not to the point, influenced the maxim to be flouted.

Another research about flouting maxim in a talk show performed by politician that was conducted by Gustary and Meirina (2018). They analyzed the data using Grice's Cooperative Principle, classified the flouting maxims, and found

the maxim that was mostly flouted by politician in Mata Najwa talk show. The results showed that the speaker flouted all the maxims. The research revealed that maxim of manner was the most prominent flouted with 13 occurrences that were indicated by ambiguous and unclear responses. This followed by 9 occurrences of flouting maxim of quantity, 6 occurrences of flouting maxim of relevance, and 1 occurrence of flouting maxim of quality. The guest speaker flouted maxims by sharing more and less information, delivering the utterances that lack of evidence, showing irrelevant responses, talking ambiguously and unclearly, and giving unnecessary prolixity and long-windedness.

Thus, the researcher believed that flouting maxim occurred in a podcast especially when the guest is someone who is controversial that keeps making significant arguments and statements to persuade and convince the audience to accept his ideology and opinions to get attention and to believe that what he says is true. However, conversational maxims tend to be flouted by people in delivering messages to the public to accomplish the goals. The phenomenon above made the study was conducted to explore how and why it was occurred according to flouting maxim theory.

1.2. The Problems of Study

According to the background of the study, the problems of the study were stated as follow.

- (1) What types of flouting maxims were used by Indra Kenz as a trading affiliate in the podcast?

- (2) How were flouting maxims realized by Indra Kenz as a trading affiliate in the podcast?
- (3) Why were those flouting maxims represented in the way they were?

1.3. The Objectives of Study

Related to the problems, the objectives of the study were

- (1) to investigate the types of flouting maxims were used by Indra Kenz as a trading affiliate in the podcast,
- (2) to describe the realization of flouting maxims realized by Indra Kenz as a trading affiliate in the podcast, and
- (3) to explain the reasons why flouting maxims were done by Indra Kenz as a trading affiliate in the podcast.

1.4. The Scope of Study

Flouting maxims of The Cooperative Principle were focused on this study.

It attempted to investigate the flouting maxims used by Indra Kenz as a trading affiliate in the podcast. There were six YouTube channels where Indra was invited as a guest in the podcasts that he talked about trading, they were Astronacci for You, AH, 100 Entertainment, Prestige Productions, Curhat Bang Denny Sumargo, and Ruang Interogasi. The flouting maxims which were found in Indra's utterances observed in this study by using the theory by Grice (1975).

1.5. The Significances of Study

The findings of this study were expected to have contributions theoretically and practically.

Theoretically, the findings of the study were expected

- (1) to enrich the understanding of flouting maxims theory,
- (2) to widen knowledge of flouting maxims especially occurs in the podcast.

And practically, the findings of the study were expected

- (1) to be a reference for readers, especially those who are interested in flouting maxims theory,
- (2) to be useful for speakers in finding realizations for flouting maxims occurs in the podcast and to reveal how a trading affiliate persuades and convinces people to achieve his goals from the researcher's point of view.