

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Communication is very important in many aspects of life. We can connect with other people through communication. By allowing individuals to comprehend what others are thinking, communication helps people avoid misunderstandings. It satisfies people's need for social interaction. Communicating effectively also enables us to receive the information from the conversation as well as the things we want. On the other hand, human conversation is not always successfully presented. Occasionally, among the participants, there is deceit, ambiguity, or irrelevant or uninformative speech, leading to uncertainty and even misunderstanding. A communication will be effective if the messages delivered by the speaker are understandable by the hearer. Dornerus (2005, p. 4-8) states that the effective communication occurs when the speaker is able to deliver the message in the utterances and the hearer is able to interpret the meaning of the utterances.

Misunderstanding can occur when the speaker and the interlocutor cannot use the principle of cooperation. This theory is a conversational principle introduced by the philosopher H. Paul Grice (1975), who stated that the principle of cooperation is the opinion that conversation participants usually try to be informative, honest, relevant, and clear. It keeps the unanswered message of spoken language conveyed by the speaker to the listener well. As defined by Maeinborn (2011), spoken language is one of the most widely used types of basic human communication.

Thus, people talk to each other to share information about various things and work together. In different cultures, some rules and norms help people understand each other, and these rules don't just apply to the way language is used. The language that humans use can constitute an infinite variety of social actions (John R. Searle, 1969).

The topic of language users is sometimes found with an implied meaning, which requires the listener to check the intended meaning of the speaker. As Sperber and Wilson (1991, 1995) point out, implicatures vary in their degree of strength; a number of implicatures are conveyed strongly, while others are not understood because there are many contextual cues that must be processed for understanding. In interpreting the speaker's utterances, people must interpret the meaning of the speech so that communication goes well. In linguistics, it is stated that pragmatics (Yule, 1996) is related to the study of the meaning communicated by the speaker and interpreted by the listener. In the same vein, pragmatics is a key area of language assessment. Understanding what someone is saying about the intended meaning, assumptions, intentions, or aims, and the types of activities such as asking what they are wanting when speaking, is one benefit of learning language through pragmatics.

Furthermore, there is a communication theory called the principle of cooperation. Grice (1975) proposed a formal account of the shared sense of direction and cooperative efforts among interlocutors known as the "Cooperative Principle." This cooperative principle is the concept of conversation proposed by Grice's theory (1975), which states that participants will contribute to the conversation as needed when it occurs, and each of them can accept the purpose of the conversation or exchange of conversation. How people engage with each other

is explained by the cooperative principle. In Yule (1996: 37), Paul Grice defines the cooperative principle as: Make your conversational contribution as required, at the stage in

which it occurs, with the accepted purpose or direction of the conversational exchange in which you are involved. People who follow the cooperative principle in their conversations will make sure that what they say in their conversations provides additional knowledge of what they are talking about. There are also rules and norms that govern how a conversation should be conducted. The set of rules for a conversation to be successful between a speaker and a listener is called a conversational maxim.

The proper contribution during communication is discussed in Grice's (1989) theory of the concept of conversation and other forms of language, which is referred to as the cooperative principle. The cooperative principle describes the process by which conversation occurs at appropriate stages by developing a common set of goals. According to Grice, communicative activities must run smoothly and straightforwardly. Thus, Grice postulated the principle of cooperation. Consequently, Grice supports the cooperative principle with four maxims, which speakers must follow. The maxim of quantity says that the sender must be as informative as it is required, the maxim of quality states that the speaker must be honest, the maxim of relationship means that the speaker must produce only relevant information, and finally the maxim of manner says that people must convey clear and concise information.

The principle of cooperation is stated by Grice (1975: 45) as make your contribution as requested, at the stage in which it occurs, with the intended purpose or direction of the exchange-talk in which you are involved. Grice postulated the cooperative principle in (1975) it is stated that, in a conversation, the speakers try to make their contribution according to the common goal of their 'talk exchange'. Furthermore, Yule (1996: 128) defines the cooperative

principle as the basic assumption in conversation that each participant will endeavor to make an appropriate contribution, at the time required, to the current exchange of talks. In order for the listener to effectively understand what is being said, there must be strong cooperation between speakers during a conversation. The achievement of the conversational maxim is inextricably linked to the success of the cooperation principle.

In addition, the conversational maxims or cooperative principles were developed by Grice (1975) to show how people conduct conversations. This maxim, as such, is not a guideline of etiquette but can be thought of as the expectations that people have about how a conversation will normally be met. Maxims are general principles that are believed to underlie the efficient use of language and which together identify the general principle of cooperation (Crystal, 2008: 298). Crystal states that Grice distinguishes four basic maxims. The maxim of quantity states that the speaker's contribution should be as informative as needed. The maxim of quality states that the speaker's contribution should be true. The maxim of relevance states that the contribution must be relevant to the purpose of the exchange. The maxim of manners states that contributions should be orderly and concise, avoiding ambiguity.

The theory (Grice, 1975: 49) A form of intentional and clear disobedience in communication at a level that is designed to be noticed by the interlocutor of the speaker without deceptive intent is the presence of ambiguity during communication, which is often known as communication harassment. Communication harassment occurs when a speaker blatantly ignores a maxim, not to deceive or mislead but to encourage the listener to seek meaning other than, or in addition to, what is being said. Thus, flouting maxims is like a speaker blatantly failing to comply with a maxim, not with the intention of deceiving or

misleading, but because the speaker wants to encourage the listener to seek meaning that is different from, or in addition to, the meaning expressed (Thomas, 1995: 65).

Because the speaker is not clear in their communication, the phenomenon of flouting inconvenient conversational maxims occurs. And in reality, the speaker is simply trying to get the listener to comprehend the other meaning that they meant to convey, flouting this conversational rule in the process. Not only does flouting of conversational maxims occur frequently in everyday discourse, but it can also happen on talk shows. In the 21st century, Talk shows are not only broadcast on TV; they are also broadcast in programs called podcasts. Podcasts are one of the content creators that is currently attracting a lot of people's interest in watching talk shows on their mobile phones using the Youtube application.

During the interaction between the host and the guest on a talk show or podcast, there are frequently misunderstandings. Such are the sources' incorrect responses or the speakers' dishonesty in responding to the host's inquiries. This might happen as a result of them disobeying conversational rules, often known as flouting conversational maxims. As happened in Deddy Corbuzier's podcast, which invited Caesar as a guest star on his podcast last May, which drew a lot of controversy. As Caesar is a resource here, many have revealed wrong answers to Deddy Corbuzier's questions, which confuses him as the host of this podcast. This utterances follow the flouting maxims on podcast Deddy Corbuzier ;

Dedy : *Jadi, kamu beneran nyabu ya?*

‘So you really do drugs?’

Caesar : *Nyabu dong tiap hari, nyarapan bubur kan maksudnya? hahaha*

‘Yes, breakfast porridge every day, right? Hahaha’

(by: Podcast Deddy Corbuzier)

The data above shows Caesar flouted maxim of relevance because Caesar's answer was incorrect and seemed like he wanted to change the topic of conversation regarding about illegal drugs. A speaker flouts the maxim of relation if his contribution is not relevance (Cutting, 2002). This explains that the flouted maxims of relevance are to change the topic of conversation that he doesn't want to discuss.

Another example which shows the flouting of conversational maxims in podcast Deddy Corbuzier on Youtube can be seen in the conversation above ;

Dedy : *Gimana rasa minumannya? Seperti rasa obat-obatan terlarang tidak?*

‘How does the drink taste?’ It is like the taste of drugs, isn’t it?’

Caesar : *Jangan gitu mas Deddy, ntar netizen mikirnya aneh, kamu tidak menghargai perasaan pria.*

‘Don't be like that, Deddy, later the netizens at home will have weird thingking, you don't respect the men's feelings’

(by: Podcast Deddy Corbuzier)

The conversation above, indicitates that, Caesar share information ambiguity to host, Deddy Corbuzier and apply flouting maxims of manner. A speaker flouts the maxim of manner when his contribution is not as informative as is required for the current purpose of the exchange and more informative than is required (Cutting, 2002). Even from the sentence ‘netizens will think it's weird’ this is not the answer the host wants. For the next sentence ‘you don't think about men's feelings’ here the host becomes confused because the source emphasizes this sentence so that the host does not make the audience suspicious of him. In

fact, it is possible for Caezar as a resource person to simply say 'yes/no' without exchange the information.

From the preliminary data above it is found that the flouting of conversational maxims not only happens in daily conversation or talk show on television but also in the new channel from Youtube called podcast which use Indonesian language not English language. The flouting maxims found in conversation above is relevansi and quantity. The first preliminary data above show that resource person namely Caezar give the ansother answer from Deddy's question. As previously explained, many of these flouting of conversational maxims were done by a speaker on Deddy Corbuzier's podcast, Caezar DJ Penyok and Marshel Widianto. In addition, Caezar DJ Penyok and Marshel Widianto is a comedian artist. Caezar is also a DJ who is currently reaping controversy because of his live tiktok where Caezar broadcasts live on TikTok for 24 hours non-stop without stopping. Therefore, it aroused the suspicions of netizens who suspected that Caezar was using illegal drugs to hold back drowsiness 24 hours non-stop. Then, Deddy Corbuzier was also interested in inviting Marshel Widianto as a guest speaker because many netizens believed that Marshel was using narcotic drugs. And the last is Anji who has been in prison for drugs.

Dealing with the flouting of conversational maxims, there were several previous study which about flouting of conversational maxims in many fields (i.e.movie, talk show, daily social interactions, and also in novel, etc) as follow; Rofa and Didin (2020) conducted the research about flouting maxims in Good Morning America (GMA) Talkshow with Jackie Chan as guest star. The flouting the maxim of quantity and manner becomes the highest flouting maxims found in this research by guest star Jackie Chan and host. The following dialogue was one of the data they took:

Host 2 : owhh that was you have worth it?

Guest : **ummmm so was so nice hit by Bruce Lee**

Jackie Chan flouted the maxim of manner because he answered the question by winking his eyes to create some jokes there. As a result, it only happened twice in the chat program, and the reason was because Jackie Chan didn't mean to cheat, but to entertain. Manipulation of some of the rules of communication can be used to make people laugh. Maxim Jackie's flouting is beneficial in building fun conversations, interactions, and provide more explanation. Thus, it can be said that there is always a reason behind the offense maxim.

Ismi, Didin, Nurhalimah (2021) conducted the research about flouting maxims in a talk show program Indonesia on Kompas TV which Jerinx or I Gede Ari Astina became a guest star in this talk show. They found that flouting maxims of relation becomes the main type of maxims flouting which is performed by guest star Jerinx. The following dialogue was one of the data they took :

Host : *Kita bicara COVID dulu sebentar.*

'Let's talk COVID first for a bit'

Jerinx : *Ya, tapi disini kan kita bawa mindset kita agar lebih luas lagi. Jadi agar orang, agar orang-orang tidak langsung menyerang teori konspirasi itu adalah sebuah halu. Hal yang halu.*

'Yes, but here we lead our mindset to make it even wider. So that people, so that people do not immediately attack the conspiracy theory as a hallucination. Hallucinations thing'

The above dialogue showed flouting of maxim relation but still showed that Jerinx still insisted on broadening people's mindsets about conspiracy even though he did not answer questions from the host. There are many reasons why guest stars did not answer the question

and changed the topics covered to avoid discussing sensitive matters that interfere with professionalism when working as an artist in Indonesia.

The another studied about flouting maxims also conducted by Isma (2020) research about pragmatics analysis of flouting maxims in Donald Trump interview with Time in the Oval office 2020. The result showed that maxims quantity is the most dominant found in this research, that means Trump frequently conveys more information than required. The dialogue was one the data the look :

TIME: What would you do if a foreign power launched a propaganda effort to halt a Democratic opponent?

Trump : **ell e said ou know what e answered it so man dierent was I answered it in Stephanopoulos, I answered the same question on Fox. But number one dont think thed do it with me because the know I love the country.**

Here, the interviewer asks a question about what Trump will do if propaganda is launched by a foreigner to assist the democratic opponent; however, to represent a response, Trump gives irrelevant information with the back question in the beginning, after which he says that he answers the others questions in different ways. Cutting (2002, p. 39) says when the speakers flout a maxim relation, ‘they expect that the hearer will be able to imagine what the utterance did not say and make the connection between their utterance and the preceding one(s).’

Further, the researcher takes a case study of conversations on podcasts that seem like talk shows on the YouTube channel. One of the most popular channels for content creators is podcasting. When compared to traditional radio broadcasts, it seems more flexible and intense. In the world of talk-show entertainment, podcasts are a relatively new trend. Podcast communication is similar to a face-to-face conversation between two or more people. This continues throughout the episode with all participants. Communication, as we all know, is a

constant process in which the parties work together to develop interactions by complying with certain norms and laws. Conversation is an act of reciprocity and one of the most common exchanges. Topic nomination, turn, and negotiation of meaning are common features of speech, according to Markee & Kasper (2004). Therefore, researchers are interested in using podcasts as data, and in the last two years, podcasts have become popular for public consumption to see the answers given by sources or guest stars, one of which is the controversy over the conversation that took place in Deddy Corbuzier's podcast regarding the discussion of drug use.

This study will describe the flouting of conversational maxims in Deddy Corbuzier's podcast with his guest stars by discussing drug use. It is hoped that the incidents that are realized and the reasons behind the flouting of conversational maxims committed by guest star and podcast host Deddy Corbuzier with the guest hosts Caesar, Marshel Widiyanto, and finally, Anji on the YouTube channel called "Close the Door" can be identified.

1.2.Problems of the Study

Based on the background of the research, there are problems related to the study, which leads to the following research question:

1. What kinds of conversational maxims are flouted by the host and guests in Deddy Corbuzier podcast?
2. How are the strategies of flouting conversational maxims realized by the host and guests in Deddy Corbuzier podcast?
3. Why are the flouting of conversational maxims realized in the ways they are?

1.3.Objectives of the Study

Related to the problems of the study, the objectives of the study are formulated as the following.

1. To investigate the kinds flouting of conversational maxims realized by Deddy Corbuzier podcast with a guests star on Youtube.
2. To elaborate the strategies of flouting conversational maxims by Deddy Corrbuzier realized in a podcast with a aguests star.
3. To explain the reasons of using those kinds of flouting maxims used by host and guest realized in Deddy Corbuzier podcast on Youtube as the ways they are.

1.4.Scope of the Study

In this study is attempted to investigate the flouting of conversational maxims realized in Deddy Corbuzier podcast on Youtube with Caezar, Marshel, and Anji as guest. The flouting of conversational maxims which are found in the conversation Deddy Corbuzier with Caezar, Marshel, and Anji as guest star utterances would be observed in this study. The duration reources is limited to the occurrences of flouting in conversational maxims by Deddy Corbuzier podcast using the theory of conversational maxims. The focus of the analysis deals with flouting of conversational maxims by Cutting (2002) who has developed the theory of flouting maxims, the theory strategies of flouting maxims by Cutting (2002), and Thomas's (1995) theory of the reasons for flouting maxims.

1.5. Significances of the Study

The significance of the research consisted of two significances:

a. Theoretically

The findings of this study are expected to be useful :

- 1) to theoretical in that they enrich the understanding of the theory of conversational maxims, especially in flouting maxims occurs in Deddy Corbuzier podcast which discussing drugs abuse.
- 2) to be an input to the students in order to motivate in learning discourse analysis especially flouting maxims on interview with the guests star and host.
- 3) to widen horizon in the theory of conversational maxims especially in flouting maxims occurs in Deddy Corbuzier podcast.

b. Practically

Practically, the findings of the study are expected to be useful :

- 1) Other researchers who are interested in conducting researchers or any further studies in conversational maxims especially in flouting maxims.
- 2) Readers, it can be useful to add more knowledge of how flouting maxims realized in Deddy Corbuzier podcast on youtube.