

CHAPTER I

INTRODUCTION

A. Background of Study

In the era of the Industrial Revolution 4.0 which is marked by extraordinary developments in the field of internet technology, the types of online social media are very diverse. One of the most popular today is Podcast, podcast means a broadcast in the form of a voice recording from the host (The person speaking in the podcast) discussing a certain topic. Initially, this audio broadcast was only available to iPod users and that's where the terms that have the meaning of podcast emerged, namely iPod and broadcast. However, there is also an opinion that says that pod in podcasts is an abbreviation for play on demand, personal on demand and portable on demand. From the history of this term, another definition of podcast is broadcast in the form of audio that can be played at any time by listeners. This is different from radio which cannot be listened to at certain times and is regulated by the broadcaster.

Podcasts are popular with generation Z and millennials because podcasts often provide a lot of new knowledge, new entertainment and new perspectives that listeners can gain. Podcast fans usually listen to podcasts through media such as YouTube, Sportify, Noice and others. People usually listen to podcasts when they are relaxing or doing light activities. YouTube is one of the popular platforms for listening to Podcasts. YouTube is a video sharing site where users can upload videos and interact with each other through the comments section. YouTube is an effective communication medium for society because of its wide reach and can penetrate

various layers and circles of society, podcasts on the YouTube platform usually feature videos that can show the source in its entirety

Dedy Corbuzier is a well-known YouTuber, actor and presenter in Indonesia. Dedy Corbuzier has YouTube with his Podcast entitled "Close The Door" which currently has 21 million subscribers, making it one of the most popular YouTube channels currently. The guest star invited by Dedy Corbuzier is usually someone who can motivate and convey ethical messages to the audience under a pseudonym known to the public. Most obviously phenomenon seen in Dedy Corbuzier podcast is the flouting maxims that occur in the conversations between Dedy Corbuzier and his guest. Flouting maxims is maxims flouting occurs when speakers, whether intentionally or unintentionally want their counterpart to understand or look for the intended meaning. However, either the listeners fail to make an inference (Gumpers, 1982) or the speaker fails to observe certain interactional maxims (Cutting, 2008).

Therefore, this research is written to enrich the study of violations of these maxims.

A: *Apa rahasia jadi damkar?*

(A: What's the secret to being a firefighter?)

B: *Kerjanya happy terus ketemu binatang*

(B: Happy working and meeting animals)

(Podcast: *Dari Cincin Penis Sampai Mayat Tetangga*)

(Podcast: From The Penis Ring to The Neighbor's Corpse)

In the example of the short conversation above, it can be seen that the answer given by B is irrelevant to the question asked by A, so this answer is classified as a flouting maxims. However, when we examine it further, it will be seen that B's speech contains the implicature "Working as a firefighter is fun, besides being in charge of putting out fires, we also help the community to save animals". Researcher is interested in discussing flouting maxims in this analysis because it can help people analyze the meanings behind the uttered conversation. This study aims to study the flouting of maxims in Deddy Corbuzier's podcast. This research focuses on the flouting of maxims in the guests's utterances in conversations that occur due to whether or not the speaker's speech information is correct or not, the less or more information the speaker conveys, there is a relationship between the utterances, and the ambiguity of the utterances.

B. The Problems of The Study

Based on the background explained above, the problems of this study are formulated as the following:

1. What types of maxims are flouted in the Deddy Corbuzier's podcast?
2. How do the violations of the maxims happen in the conversation between the host and the guest speaker?
3. What are the purposes of the violations?

C. The Objectives of The Study

Concerning the problems, this analysis is instended to achive some objectives:

1. To identify the types of maxim that flout in the Deddy Corbuzier's podcast.

2. To explain the violations maxims that happen between the host and the guest speaker.
3. To identify the purposes of the violations.

D. The Scope of The Study

The scope in this study is the flouting maxims that occurred in the Deddy Corbuzier's podcast. The discussions are limited only in the guests' star utterances which contained the flouting of maxims in the conversations. This research will take some of the contents of Deddy Corbuzier's video entitled *Cak Lontong*, (published on 7 October 2021, 9.919.063 views), *Kumpulan Orang Munafik* (published on 11 Juny 2023, 1.886.637 views), *Dari Cincin Penis Sampai Mayat Tetangga* (published on 16 May 2023, 1.038.666 views), *116 Triliun Artis-Artis Dibungkam* (published on 31 January 2023, 3.859.438 views).

E. The Significances of The Study

The significances of this research is expected to be useful as follows:

1. Theoretically, this study can enrich the linguistic study sources especially in pragmatics.
2. Practically, this study hopefully becomes a reminder for everyone to practice the four maxims to be effective speakers and improve one's understanding about implied meaning.
3. Furthermore, this research is intended to add significance to the flouting maxims description for anyone who is interested in learning about maxims.