

CHAPTER I

INTRODUCTION

A. Background of the study

In daily conversations, we often see a conversation that goes well, but it is not uncommon to also see a conversation that does not go well, even leading to a dispute (Setiawan et al, 2017). Widiasih et al (2022) stated that individuals may express messages with implicit meanings, thereby deviating from the norms of cooperative communication. According to Sari et al (2019), effective communication occurs when both the speaker and the listener cooperate harmoniously. Cooperate here means that each participant in the communication should offer relevant information suitable for the listener's expectations (Sari, 2015). In addition, according to Simatupang & Fathonah (2020) when both speakers and listeners can understand each other's messages, a good conversation can happen. It indicates that the speaker is able to communicate ideas effectively enough for the listener to comprehend what they are trying to say.

Fitriani (2021) also stated that as with other social interactions, communication can only occur correctly when all of the participants actively participate in the discourse. The discussion cannot proceed smoothly if one of the participants is not cooperative during the communication. Furthermore, according to Levinson (2000), the favored interpretation determines the meaning of an utterance type. It indicates that the statement made by the speaker has meaning, either explicit or implicit. However, people frequently misunderstand others when they are unable to fully understand what is being said to them. According to

Griffiths (2006), although people don't always say what they mean, there are instances when they do.

In this study, the writer used Grice's cooperation principles. Grice (1975) categorized maxims into four, there are: maxim of quality, maxim of quantity, maxim of relation, and maxim of manner. To have a clear and productive communication, these guidelines are essential. The participants in the conversation violated the cooperative principle by breaking maxims. Conversation participants appear to be concealing the speaker's true intentions and goals behind their statements. The maxim of quantity ensures that the information conveyed in communication is precisely sufficient, neither excessive nor lacking. The maxim of quality ensures that the information shared is truthful and substantiated by evidence. The maxim of relation ensures that the information communicated is pertinent to the topic and the inquiry at hand. Lastly, the maxim of manner is designed to ensure that the information conveyed in communication is clear and unambiguous, preventing any divergence in understanding between the speaker and the listener.

Additionally, for the second problem of this study which is the reason why the speaker violated the maxims, the writer used the reasons for violating the maxim theory by Christoffersen's (2005) which consists of 8 reasons why a speaker is violating maxims. The reasons consist: hide the truth, save face, feel jealous, satisfy the hearer, cheer the hearer, avoid hurting the hearer, build one's belief, and convince the hearer.

The writer is interested in analyzing maxims violation in Kendall Jenner's interview on Jay Shetty's podcast because Kendall Jenner herself has violated maxim many times in her previous interview. For example in her interview on Forbes posted on Forbes YouTube channel on November 28th 2023 where the conversation is below:

Interviewer :I think people also gain feel like they know you because they see this one side of you that is out there, is there a part of you that people don't see that you wish that they saw?

Kendal :**Yea, I mean I think that's kind of the tricky part about wanting to keep a private life is I think it gives more room for people to create a narrative for you**

From Kendall's answer above shows that she violated maxim of quantity where she adds many information that does not connect to the topic being asked and maxim of quality which her answer actually does not really answer the interview's questions which she asked whether Kendall has a part of herself as a public figure that people don't see that she wish that they saw, but instead of answer with yes or no then give explanations, she answered talking about her being more comfortable keeping her life in private.

The writer chose Kendall Jenner as the object or speaker of the research because Kendall Jenner herself is a young, rich, and a famous prominent figure in the entertainment industry and social media who attracts significant public attention. According to Forbes, Kendall was the highest-paid model in 2017, with earnings of \$22 million. She currently has over 293 million followers on

Instagram which means she has a huge impact on social media. By analyzing her interview, it may provide insights into how celebrities communicate and the potential implications of their discourse. Investigating how Kendall Jenner's interview violates Grice's conversational maxims can shed light on how language functions beyond its literal meaning and how speakers strategically manipulate language for various purposes. This study also give the audience the understanding how celebrities like Kendall Jenner manipulate language in interviews can have practical applications in fields such as media literacy, public relations, and journalism. It can help media consumers become more critical of celebrity discourse and better equipped to interpret the underlying messages conveyed in interviews.

As a celebrity and public figure herself, Kendall usually violates maxims due to image management just like any other celebrities. Celebrities often need to maintain a certain public image. To do this, they might hold back some information (violating the Maxim of Quantity) or make themselves look better, sometimes exaggerating (violating the Maxim of Quality). Celebrities also often deal with sensitive topics where a direct answer could cause problems. Interviewers often ask tricky questions to get attention. By being ambiguous or unclear (violating the Maxim of Manner), celebrities can avoid negative reactions.

Below is an example conversation that consist maxim violation on Kendall Jenner's interview on Jay Shetty's podcast:

Jay : how do you process something like that (grief) when it's not only industry friend but genuine friendship beyond that?

Kendall : well, my first thought here is why it is always the best people, why is always these people that are just balls of light in everyone's life, so you just think about it and think this is so unfair and you're just going through every emotion.

Based on the conversation above, the two of the speakers are talking about how to deal with grief especially when our beloved ones passed away, as the brief story that Jay Shetty told when his two close people passed away during pandemic. Then he asked Kendall how she deals with tough times like that as a famous public figure herself.

The answer of Kendall Jenner above shows that she violated maxim of relation where she answered the question by throwing another question which actually the both of the speakers do not know the answer and she did not go straight to the point of what she was being asked. Kendall also violates maxim of quantity where she also adds some unnecessary information before answering the question. But from her answer above we can see that the reason of her doing that is to cheer the hearer which is Jay Shetty, where he just told that he lose his two really close people during the pandemic and both of them was amazing people to him and he was so guilty that he cannot see them in their last moment because of the pandemic. Here Kendall feel sorry for his story and wanted to cheer him.

Based on the conversation above, the writer found out that there is a possibility where someone violates more than one maxim in one sentence or one conversation. Just like the conversation above where Kendall Jenner violates maxim of relation and maxim of quantity in answering the question.

It shows that the study of maxim violation is useful in understanding other people's way of thinking and their way of communicating. From this research we can predict the reason of our partner in communication or even a celebrity violating the maxims by paying attention to their answer. The example above interests the writer in conducting research on maxim violations in a celebrity interview especially Kendall Jenner.

There are several research that attempt to discuss about violation of maxims, one of them is a research by Maret & Zuraida (2022) where the researchers discuss about maxim violations found in movie Doctor Strange in the Multiverse of Madness. The data is the utterances from the characters in the movie without specify the character. In the research the writer found out that Maxim of Quantity is frequently violated in overall conversation. The purpose of violating this maxim can be to avoid conflict, reject an opinion, apply pressure, entertain, or shift the topic of discussion.

Another study that examines violation of maxim is written by Andy & Ambalegin (2019) where they also discuss about maxims violation in a movie. The data is the utterances contains maxim violation in Night at the Museum movie spoken by the characters without specifying specific character. The writers found out that all the maxims are violated by the character in the movie, however maxim of manner and maxim of quantity are the frequently violated maxim.

The two previous study mentioned shows similarity they use utterances in movie as the data and did not specify which character. However, in this current study the author investigates maxim violations in a specific celebrity Kendall

Jenner in one of her interviews posted on YouTube. This study also examine realization of each violation and the reason why the speaker violates the maxims.

B. Problems of the study

In alignment with the study's background, the research problems are articulated as follows:

1. What are the types of maxim violation used by Kendall Jenner on Jay Shetty's podcast?
2. How are the realizations of maxim violations in Kendall Jenner's interview?
3. Why does Kendall Jenner violate the maxims on Jay Shetty's podcast?

C. Objective of the study

Regarding the study's problems, the objectives are outlined as follows:

1. To find out the types of maxim violation used by Kendall Jenner on Jay Shetty's podcast
2. To describe the realizations of maxim violations in Kendall Jenner's interview
3. To explain the reason why does Kendall Jenner violate the maxims on Jay Shetty's podcast

D. Scope of the study

The scope of this paper is analyzing violation of maxims on Jay Shetty's podcast YouTube channel, posted on September 12th 2022 on Jay Shetty's podcast YouTube channel. Specifically, this research take Kendall Jenner, a celebrity and a most high-paid super model in 2017 as the speaker or object in this research in one of her interviews on Jay Shetty's podcast YouTube channel

E. Significance of the study

The findings of this study are expected to offer significant contributions both theoretically and practically, as detailed below:

1. Theoretically, it is hoped that this research give herself wider comprehensive about violation of maxims. It is also hoped this research can help the next researchers to elaborate their research in analyzing violation of maxims especially used in real-life communication.
2. Practically, it is expected that the readers are able to acquire a further understanding about maxims and violation of maxims especially that happened in real-life communication and also identify the violation of maxims used by a famous celebrity also known as a most high-paid super model.