

VIOLATING BASED ON GRICE'S THEORY OF COOPERATIVE PRINCIPAL MAXIM IN PODCAST

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Abstract

In communication, people should be cooperative to avoid misunderstanding. Meanwhile, from the non-cooperation of Grice's theory of cooperative principle. Violating maxim means the speaker does not observe the maxim not in purpose. The flouting maxim implies that the speaker does not observe the maxim purposefully. This research analyzes the non-cooperative principle used by Podcast Dedy Corbuzier Scene Widi Viera-Cinta Laura. The researcher chooses this podcast because it can involve a conversation between a host and a guest star that discuss about a certain topic, the speaker might break the maxim of cooperative principle in delivering the message and providing information to the listener. This research was conducted by using descriptive qualitative. The present study aims to find out flouting and violation maxim are used in Dedy Corbuzier's YouTube Channel. The results that the researcher found are that out of 36 data, 14 were flouting a maxims, 22 were violation a maxims. From the result above, violation maxim was the most similar. Violating maxim means the speaker does not observe the maxim not in purpose, Whereas in Flouting maxim happened because the speakers failed to obey maxim on purpose. Based on the data of flouting maxim of realtion most dominantly used that causes speakers want to change the topic and reveal the hidden meaning behind the utterances.

Keywords: maxim, flouting, violation, and cooperative principle.

1. INTRODUCTION

Communication is a process by which people arrive at shared meaning through the interchange of messages. The listeners must comprehend the speaker's exact intentions in order for the conversation to be successful. However, with verbal communication we frequently stop communicating fully and authentically, making it difficult for the listener to understand what we are saying. The listeners must comprehend the speaker's exact intentions in order for the conversation to be successful. In a communication, speakers will use language to convey certain messages, and the other person will work to understand what those messages imply. Therefore, good communication requires strong understanding between the speaker and the listener. However, it frequently happens that the speaker's message is unclear, ambiguous, or incoherent to the point where the listener cannot understand the speaker's intended meaning. In actuality, interpersonal communication is not always smooth.

In linguistics, a good communication can be done by following the "cooperative principle" or the principle of cooperation conveyed by Paul Grice (1989). The principle of cooperation is defined as "make your contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged". In essence, the cooperation concept argues that each speaker must effectively contribute in order to communicate. The goal of the intended contribution is to give the audience enough knowledge that is accurate, understandable, coherent, and pertinent to the conversation. These four maxims—the maxims of quality, quantity, relevance, and manner—must all be used in this principle in order to produce good communication.

Sometimes people ruin the cooperative principle of their communication. violating maxim means the speaker does not observe the maxim not in purpose. The flouting maxim implies that the speaker does not observe the maxim purposefully. What the speaker does not completely or break the principle maxims, the speaker is stated to "flout the maxims". When the speaker flouts the maxim, the conversation between the speaker and the hearer may be unsuccessful because they may misunderstand each other. Speaker who flouts the maxim cause the hearer not to understand the truth and simply understand the surface meaning of the speaker's words.

One form of interactive language that carries on such conversations is podcasts. These are recordings of one or more people discussing specific topics, such as sports, lifestyle, politics, and more. Podcasts are a series of digital video or audio broadcasts that can be downloaded and played on mobile devices. Recently podcasts have become a very popular media for sharing information with the public, such as information on politics and artists. After that, one of the Podcasts that is in great demand by the public today is from Deddy Corbuzier.

Since this podcast involves a conversation between a host and a guest star that discuss about a certain topic, the speaker might break the maxim of cooperative principle in delivering the message and providing information to the listener. therefore, the researcher is interested in analyzing the flouting and violation maxim in Podcast Dedy Corbuzier Scene Widi Viera-Cinta Laura

2. LITERATURE REVIEW

2.1 Definition of Pragmatics

Conversation is an activity that always occurs in every aspect of daily life. Every conversation, people have attention or purpose of delivering an idea or message, sometimes in the event of conveying that goal, the speaker tends to flouting and violating the maxim when the conversation takes place, which flouting the maxim is closely related to the pragmatics theory. In other words, flouting and violation maxim is part of the study of pragmatics. Pragmatics is the study of the relationship between language structure and its user, or the words' literal relation to the message they were intended to convey. Cutting (2002) asserts that pragmatics examines language's meaning from the outside. In other words, pragmatics is the field of study that focuses on the speaker's meaning. Humans are able to analyze things like assumptions, purposes, and goals while speaking. In this context, interpretation occurs when the speaker delivers or understands the words and depends on the context and background of the conversation.

The ability of the speaker to connect and connect between utterances and context is the focus of pragmatics, which is a branch of linguistic study, according to the aforementioned explanations. Speakers are therefore expected to comprehend the conversation's intended goal and context in order to achieve that harmonic communication. This statement demonstrates that pragmatics is linked to language use itself and that studying it is highly necessary in this context.

2.2 Implicature

According to Grice (1975), "Implicature is intended to explain the words interpreted, suggested, and intended by speakers, which is actually different from what is said by speakers. Implicature is used to explain words that speakers interpret, indicate, and intend but that are actually distinct from what speakers actually say. Putrayasa (2014) argues that talking opponents must make an effort to study more about what they are learning in order to comprehend how people

behave. They will be better able to locate any concealed information in their surroundings and relate it to the situation as a result.

2.3 Grice Theory of Cooperative Principle

The Cooperative Principle is principally concerned with the distinction between "saying" and "meaning," trying to address the question of "how do speakers know how to generate implicit meanings and how can they assume that their addressees will reliably understand their intended meaning". In this section, the writer tends to highlights the Grice's theory of Cooperative Principle and its Maxims. Grice (1975) as cited from Jafari (2013, p. 2151) claims that communication acts counts on the Cooperative Principle; meanwhile, interlocutors attempt to make a cooperation to each other in any colloquial the conversational exchanges, and offers some principles create the cooperative behavior among participants in conversations. Moreover, The Cooperative Principle allows one participants of a conversation to create a communication at which they assume the other participant cooperative. In addition, The Cooperative Principles avoids the breaking down of communication which results in unsuccessful conversation. There are four maxims in Grice's Cooperative Principle (Grice, 1975) with their own norms respectively: 1. The maxim of Quality (honest and based on evidence you have); 2. The maxim of Quantity (convey your contribution as informative as is required); 3. The maxim of Relevance; and 4. The maxim of Manner (convey your contribution briefly and orderly without obscurity and ambiguity).

2.1 Violation Maxim

Maxim violation is a case when a speaker appears to observe a maxim on the level of what is said while by doing so he/she is liable to mislead. Violate the maxims of Grice's cooperative principle's theory in the conversations. Not all speakers are indeed completely truthful or efficient (Finegan, 2014). Based on the statement that not every person that speak to other can completely follow the rules of cooperative principles. Aside from that Dinh (2010) stated that a violation of Grice's maxims can mislead other participants to misinterpret the message, to cause misunderstandings as well as provide ambiguous, obscure, or irrelevant information. For some purposes, most people tend to tell a lie. Some people believe that a lie is the natural method that can be used to survive an inappropriate condition Christoffersen (2005). However, the major purpose for people to tell a lie is just to save the face or hide the truth. Sometimes, when people do something bad and have no choice to cover up their secret and save their face usually tends to lie. Another expert also mentioned the definition of violating maxim is the condition when people do not obey the maxims (Cutting, 2008). By doing the violation, the speakers do not let the listeners get the true information. In other words, people are indicated to violate the maxim when they fail to observe the maxim to deceive the listener, it can be the result of lying. Besides all of the maxim that already mentioned above, Grice (1975) also stated that violating maxim is fail to observe it, with the assumption that your hearer won't realize that the maxim is being violated.

2.2 Violating Maxim of Quantity

When the information a speaker provides to listeners is insufficient for them to understand what is being said, this violates the quantity maxim. In this case, the speaker does not want the listener to be aware of all the information. Here is an illustration of a quantity maxima violation:

A: How many people are in your family?

B: There are five people.

A: Do you have a brother?

B: Yes, I do. I have 2 siblings and I am the youngest.

Based on the example above, B gave too much information in answering A question.

3. RESEARCH METHODS

Qualitative method is developed in social science, and it enables the writer to conduct a study in social and culture phenomena. The researcher used descriptive qualitative research is because the research result describe the event descriptively by using Grice's (1975) theory to find out flouting and violation maxim and the reason.

3.1 Source of Data

The data source used in this research is the dialog of the Podcast Dedy Corbuzier Scene Widi Viera- Cinta Laura. The data taken are utterances in the form of answers to Dedy Corbuzier's questions to his guest stars, Cinta Laura and Widi Viera.

3.2 Subject and Object of Study

3.2.1 Subject

People, places, or items that are obsessively pursued to become a target constitute research subjects. The subjects in this research are Dedy Corbuzier, Cinta Laura, Widi Viera. Where the thing that will be analyzed is the conversation in the Dedy Corbuzier Scene Cinta Laura and Widi Viera podcast.

3.2.2 Object

This research discussed the flouting and violation maxims. The object of research in this paper is the maxim violations committed in Dedy Corbuzier's words with Cinta Laura and Widi Viera and looking for maxim violations that are dominantly committed in the podcast and the reason of using violation and flouting maxims.

3.3 Techniques of Data Collection

The researcher will use several techniques to collect the data

1. Before analyzing the data, the researcher firstly downloads the data from YouTube Channel Dedy Corbuzier with website address <https://youtu.be/J73B8WgO9MA>
2. Watching the Podcast dialogue from YouTube Channel Dedy Corbuzier
3. Collected all the utterances which includes as flouting and violating of Maxims
Identified the utterances based on each types of flouting and violating maxims

3.3 Instruments

1. Before analyzing the data, the researcher firstly download the data from YouTube Channel Dedy Corbuzier with website address <https://youtu.be/J73B8WgO9MA>
2. Watching the Podcast dialogue from YouTube Channel Dedy Corbuzier
3. Collected all the utterances which includes as flouting and violating of maxims
4. Identified the utterances based on each types of flouting and violating maxims.
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3.4 Data Analysis

1. Marking each utterance that do not fullfill Grice Cooperative Principle in the converstation of Podcast Dedy Corbuzier.
2. Classification the language by using Grice theory to find flouting and violating maxim in the conversation.
3. Categorize the types of flouting and violating of these maxims in a table.

4. Flouting maxims on dialogue between host and guest Violating maxims on dialogue between host and guest.
5. Then, the researcher calculated the violation and flouting maxim and decided what most produced between the violation and flouting maxim that was found in Podcast Dedy Corbusier Scene Widi Viera-Cinta Laura of their utterances.

4. RESULTS

Based on the findings of the data analysis, the researcher findings the data and make in a table of total number non observance maxim were flouting and violation maxim. From the table reveals that out of 36 data, 14 were flouting a maxim, 22 were violation a maxims. From the 36 result above, violation maxim was the most similar.

	Non observance of maxim	Total
1	Violation of Maxim	22
	Total	22

Based on the data table above, there were 22 violations of maxims and 14 flouting of maxims. Therefore, violation the maxim is the thing that the host and guest star most often produce in the conversation on the podcast. There are 9 utterances that violate the quantity maxim, 5 utterances violate maxim of quality, 3 utterances violate maxim of manner ,5 utterances violate maxim of relation. Flouting maxims also occurs in conversational utterances on Dedy Corbusier's podcast. There are 14 occurrences of flouting of the maxims in the podcast. There are 4 utterances that flouted the maxim of quality, 5 utterances of the flouting maxim of quantity, 2 utterances of the flouting maxim of manner, 6 utterances of the flouting maxim of relation.

5. DISCUSSION

Based on the findings, it implies that the involvement of cooperative principle can create a communication which can run smoothly. Grice proposes this kind of rule, called cooperative principles, to provide both the speaker and the hearer well communication. It's a shame that those people still don't adhere to those principles. In Podcast Dedy Corbusier Scene Widi Viera and Cinta Laura , violation of maxim was the most dominantly produced by conversation in Podcast Dedy Corbusier. The total utterances of violations maxims which produced by conversations were 22 data. There are 9 utterances that violate the maxim quantity,people who violate maxims quantity the speaker tended to give more information than is required. 5 maxim quality according to (cutting 2002), people who vilate the maxim of quality indicates not being sincere and give wrong information. There were 3 violations maxim manner and there were 5 violations maxim relation. In conclusion, the most violated maxim of cooperative principle in Podcast Dedy Corbusier Scene Widi Viera and Cinta Laura was the maxim quantity.

The flouting maxim also occurred during conversation in Podcast Dedy Corbusier Scene Widi Viera and Cinta Laura. There are 4 utterances that flouted the maxim of quality, 5 utterances of the maxim of quantity, 2 utterances of the maxim of manner, 6 utterances of the maxim of relation. The most flouted maxim was the maxim of relation that was done by conversation in podcast.

6. CONCLUSION

This research was aimed to find the types of violation and flouting maxim of Cooperative principle and find the most dominantly produced between violation and flouting of the maxim in Podcast Dedy Corbuizer Scene Widi Viera and Cinta Laura and the purpose for which the maxims was violated. Based on the data finding and discussion this research used the theory of the Grice Maxims of Cooperative Principle and is assisted by theory of Cutting and Christoffersen to find the reasons why the maxims were violated. Based on the data analysis, there are 22 utterances that are classified as Violating Maxim. Meanwhile there are 14 utterances that are classified as flouting the maxims. There are 9 utterances that violate the maxim quantity, 5 violating maxim quality, 3 violations maxim manner, and 5 violations maxim relation. Meanwhile there are 14 utterances that are classified as flouting the maxims. There are 4 utterances that flouted the maxim of quality , 5 flouting maxim of quantity , 2 flouting maxim manner, and 6 flouting maxim of relation

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