

An Analysis of Conversational Maxim Flouting in Close the Door Podcast: A Case Study of Deddy Corbuzier and Maia Estianty's Interview

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Abstract

Language plays a crucial role in human interaction, especially in spoken communication where meaning is not only conveyed by words but also by implied messages. One of the important aspects of pragmatics is the concept of the cooperative principle introduced by (Grice, 1975), which includes four conversational maxims: quantity, quality, relation, and manner. Yet in real-life conversations, people often ignore these maxims to create certain effects. This study aims to analyze the types of flouting conversational maxims found in the Close the Door Podcast episode featuring Deddy Corbuzier and Maia Estianty. The research used a qualitative descriptive method by transcribing the podcast conversation and identifying the utterances that violated the maxims based on Grice's theory. This study found that speakers flouted all four categories of Grice's conversational maxims at different moments throughout the conversation. The most frequently flouted maxim was the maxim of quantity, followed by relevance, manner, and quality. Most flouting occurred to create humor, avoid sensitive topics, and maintain politeness strategies. The outcomes of the study indicate that the use of maxim flouting in spoken media serves to regulate interpersonal dynamics and enhance the audience's engagement. This research offers insights into how pragmatic strategies are applied in digital conversations, with a focus on Indonesian podcast discussions.

Keywords: flouting maxim, conversational implicature, pragmatics, podcast discourse, Close the Door

1. INTRODUCTION

Language is an essential means of human communication. It allows people to express ideas, share opinions, and build relationships in both written and spoken forms. In everyday conversations, communication is not always delivered explicitly through direct sentences. People often deliver messages indirectly or hint at meanings to fulfill specific intentions. This makes pragmatics an important branch of linguistics for understanding how language operates in different contexts. Pragmatics focuses on language meaning beyond the literal words spoken, considering the social context and the relationship between speakers (Yule, 1996).

One of the main ideas in pragmatics is the cooperative principle, which was introduced by Grice in 1975. According to Grice, conversations generally proceed based on a shared understanding that participants cooperate by following four conversational maxims: quantity, quality, relation, and manner. The maxims help direct how speakers share information by giving the right amount (quantity), speaking honestly (quality), staying relevant (relation), and being clear and orderly (manner). However, in real-life conversations, speakers often intentionally fail to follow these maxims to achieve specific communicative effects, such as humor, sarcasm, emphasis, or to avoid sensitive issues. Such deliberate action is called flouting a maxim. When a maxim is flouted, listeners are expected to infer the intended meaning through conversational implicature.

In recent times, spoken media has served as an important source for studying pragmatics. Programs like podcasts, talk shows, and interviews show how speakers commonly use various language strategies, such as breaking conversational maxims. Close The Door Podcast, hosted by Deddy Corbuzier, has become one of the most popular and widely followed podcasts in Indonesia. This podcast features public figures from various backgrounds, including politicians, celebrities, and professionals. Its conversational style is informal, humorous, and often provocative, making it an interesting subject for pragmatic studies. A relaxed environment makes it easier for speakers to break conversational maxims, whether to entertain the audience or to manage social relationships.

Several studies have been conducted to examine flouting conversational maxims in various media. (Marlisa & Hidayat, 2020) focused on Good Morning America and identified that conversational maxims were flouted to create enjoyable interactions and provide further explanations. (Aristyanti et al., 2020) also conducted a study on Incredibles 2 which revealed that the maxim of relation was the most commonly flouted, with manner, quantity, and quality appearing less often, contributing to various types of humor in the film. The other study by (Maulana & Malihah, 2022) analyzed a YouTube talk show titled *Pengalaman Jadi Santri Islam dan Seminaris Katolik* and found violations of quantity, quality, and relevance maxims. To manage sensitive religious conversations, the speakers avoided unclear or biased statements, ensuring the discussion stayed polite and easy to follow. Although many studies have addressed this topic in other situations, no research has directly examined how conversational maxims are flouted in Deddy Corbuzier's interview with Maia Estianty.

The purpose of this study is to fill that gap by identifying the kinds of flouted conversational maxims that appear in the Close the Door Podcast interview between Deddy Corbuzier and Maia Estianty. The research is expected to contribute to the study of pragmatic strategies in digital media conversations, especially in Indonesian podcast discourse.

The central question in this research is: "What kinds of conversational maxim flouting take place in the Close the Door Podcast episode featuring Maia Estianty?"

2. LITERATURE REVIEW

2.1 Conversation as Social Interaction

One of the most basic ways people interact with one another is through conversation. It is not only a way to exchange information but also a medium for building relationships, expressing emotions, and maintaining social bonds. In everyday communication, people organize conversations through verbal and nonverbal signals such as gestures, pauses, eye contact, and tone of voice. According to (Hossain, 2021), conversation is a social activity that follows an organized and mutual pattern of language use. People take turns, handle topics, and share messages through both spoken

words and physical gestures like eye contact and body posture. This system is important for understanding how people interact socially, especially in media conversations.

In informal settings like talk shows, movies, and podcasts, conversations are often spontaneous and dynamic. This makes speakers more likely to adjust their language use, sometimes intentionally flouting conversational norms to achieve certain effects. Seeing conversation as a form of social interaction helps explain how people apply or break conversational maxims in real-life situations. It also helps explain how speakers use language strategies to entertain, avoid sensitive issues, or manage social impressions.

2.2 Pragmatics and the Cooperative Principle

Pragmatics is a field of linguistics that studies how language is used in communication, focusing on the meaning behind utterances based on the situation and the relationship between speakers. It focuses on how meaning is shaped both by what people say directly and by what they hint at or leave unsaid in a conversation. Yule (1996) describes pragmatics as the study of how speakers express meaning and how it is interpreted by listeners in various situations.

One of the most important ideas in pragmatics is the cooperative principle, first proposed by Grice in 1975. Grice explained that in any conversation, speakers generally cooperate with each other to make communication effective and understandable. To achieve this, Grice proposed four conversational maxims: quantity, quality, relation, and manner.

The maxim of quantity requires speakers to give enough information, but not more or less than is needed. The maxim of quality demands that speakers provide truthful information and avoid saying something they know is false or for which they lack evidence. The maxim of relation expects speakers to stay relevant to the topic being discussed, while the maxim of manner emphasizes clarity, simplicity, and avoiding ambiguity.

According to (Yule, 1996), speakers sometimes intentionally break these maxims to achieve specific communicative purposes, such as humor, politeness, or indirect criticism. In spoken media contexts like talk shows, podcasts, or informal interviews, speakers often use indirect language strategies that result in the flouting of maxims. This happens to keep conversations engaging, humorous, or socially appropriate for the audience (Hossain, 2021).

2.3 Flouting Conversational Maxims

In real conversations, speakers sometimes intentionally disregard Grice's maxims to convey implied meanings, avoid directness, or achieve particular communicative purposes. This practice is known as flouting a maxim. (Yule, 1996) explains that a speaker flouts a maxim when it is deliberately violated, prompting the listener to infer a hidden or additional meaning from the utterance. (Grice, 1975) identified four conversational maxims : quantity, quality, relation, and manner, all of which can be flouted depending on the context and intention of the speaker.

Several researchers have explored the ways conversational maxims are violated and the reasons behind them in various forms of spoken communication. (Nuzulia, 2020) analyzed an interview with Donald Trump and found that the maxim of quantity was frequently flouted. Trump often provided more information than necessary, which was interpreted as a way to highlight his authority, reinforce his nationalist stance, and maintain a positive public image. Additionally, the

flouting of relation and manner maxims was used to avoid direct answers, especially when dealing with sensitive or politically charged topics.

Meanwhile, (Maulana & Malihah, 2022) conducted a study on a YouTube talk show titled *Pengalaman Jadi Santri Islam dan Seminaris Katolik*. The study revealed instances of flouting the maxims of quantity, quality, and relation. These violations were often motivated by the need to navigate religious sensitivities and maintain politeness during discussions involving different faith backgrounds. The speakers deliberately flouted the maxim of manner the least, reflecting an effort to avoid ambiguity or biased statements when addressing delicate religious issues. Their findings demonstrate how conversational maxims are intentionally flouted to uphold respectful communication in sensitive contexts.

In another study, (Nafi' et al., 2021) investigated humor creation through maxim flouting in Steve TV Show YouTube clips. The analysis revealed that humor was frequently produced by flouting the maxims of quantity and relation. To make the conversation humorous, the speakers ignored conversational rules by using exaggeration, irony, and ambiguous language. The study emphasized how the speakers' use of maxim flouting, influenced by contextual and cultural factors, contributed to audience engagement and entertainment in talk show formats.

The results show that flouting conversational maxims can be used for several reasons in spoken communication, including creating humor, saving face, keeping politeness, and guiding the direction of a discussion. Understanding how and why speakers flout these maxims provides valuable insights into the dynamics of conversational implicature, particularly in public and sensitive conversations.

2.4 Flouting Maxims in Media and Podcast Discourse

The casual and unscripted nature of spoken media makes it common for speakers to flout conversational maxims. In contexts like talk shows, films, and podcasts, speakers often adjust their language use by intentionally breaking conversational norms to entertain audiences, express opinions, or manage social interaction. The flexible structure of spoken media provides opportunities for participants to express implied meanings and humor while maintaining audience engagement (Hossain, 2021).

Several studies have examined the occurrence of conversational maxim flouting in various media platforms. In their research on the Dive Studios Channel Podcast, (Cita et al., 2021) discovered that all four conversational maxims were violated by both the hosts and their guests. Violations of quantity and quality were common, occurring when speakers provided unnecessary or insufficient information or made claims without proof. These actions were often used to tell personal stories, avoid uncomfortable moments, or introduce humor.

In their research, (Zelianti et al., 2024) found that speakers in public talk shows often ignored the maxim of relevance, mainly to avoid sensitive topics or to create spontaneous humor. It was also found that speakers occasionally ignored the maxim of manner by choosing ambiguous or indirect expressions to soften the conversation and manage audience reactions. This finding indicates that flouting maxims in spoken media is often done to combine humor with politeness.

In a different context, (Safyra et al., 2023) investigated the use of flouting maxims in the TalkPod talk show and found that the maxim of quantity was the most frequently flouted, while the maxim of relevance appeared rarely. The frequent flouting of quantity was closely related to the

humorous setting of the show, which was hosted by a comedian. To make the conversation entertaining and humorous, speakers chose to give more or less information than necessary.

The study reveals that conversational maxim violations are often used in media discussions to entertain, avoid uncomfortable topics, keep listeners engaged, and express criticism politely. Spoken media like podcasts and talk shows rely on this flexibility to create engaging, dynamic, and socially appropriate interactions for diverse audiences.

3. RESEARCH METHODS

This chapter explains the research method applied in this study, including the research design, participants, instruments, and data analysis procedures. The methods are described clearly to allow readers to assess the suitability of the approach for the research objective.

3.1 Research Design

This study employed a qualitative descriptive design to analyze the occurrence of conversational maxims being flouted in a podcast interview. A qualitative approach was selected because the data were in the form of spoken utterances requiring interpretation based on context. The descriptive method was applied to classify the types of maxim flouting based on Grice's (1975) theory.

3.2 Participants

The participants in this study were the speakers featured in the Close the Door Podcast episode titled "*BAKAL HEBOH INI MASUK BERITA!! – MAIA ESTIANTI – JUJUR AJA DISINI*". The speakers were Deddy Corbuzier, acting as the host, and Maia Estianty, as the guest star. No other participants were involved since the data source focused solely on this recorded public conversation.

3.3 Instruments

The main instrument used in this study was the researcher herself, supported by a transcription document and a data categorization table based on Grice's (1975) Cooperative Principle, which consists of four conversational maxims: quantity, quality, relation, and manner. The entire conversation was transcribed into written form, and the utterances were analyzed by identifying which maxim was flouted. Each occurrence was classified based on the type of maxim and interpreted according to its conversational context.

3.4 Data Analysis

The data were analyzed through qualitative descriptive techniques following the framework of Grice's (1975) Cooperative Principle and supported by Yule's (1996) explanation of pragmatics. The analysis involved several steps:

1. Transcribing the podcast episode into written text.
2. Identifying utterances that contained conversational maxim flouting.
3. Classifying each utterance into one of Grice's four maxim categories: quantity, quality, relation, or manner.
4. Interpreting the implied meaning (implicature) behind each flouting based on its conversational context.
5. Explaining the communicative purpose of the maxim flouting, such as humor creation, topic management, or politeness strategy.

4. RESULTS

This chapter presents the findings of the study regarding the types of flouting conversational maxims found in the Close the Door Podcast episode featuring Deddy Corbuzier and Maia Estianty. Based on the transcription analysis, several utterances were identified as instances of maxim flouting. These findings are categorized according to Grice's (1975) four maxims: quantity, quality, relation, and manner. The results are displayed in the following table.

Table 1. Instances of Conversational Maxim Flouting in the Podcast

No	Time Stamp	Utterance (Extract)	Flouted Maxim	Implicature	Function	Code
1	01:53	<i>Gua tonjok.</i> (I punched.) <i>Lu tonjok kan?</i> (You punched too, right?) Iya. (Yeah.) <i>Gua anak karate kempo soalnya.</i> (Because I'm a Kempo Karate kid.)	Quantity	Gives unnecessary info to show confidence and humor.	To entertain and build rapport	FMQ-01
2	03:08	<i>Ini ngomongnya gua apa lu ya?</i> (Should I say "gua" or "lu" here?) <i>Gua, lu boleh.</i> (Either "gua" or "lu" is fine.)	Manner	Unclear choice of pronouns causes ambiguity.	To keep casual, humorous tone	FMM-01
3	05:45	<i>Filter Anda di TikTok merubah pemberian Tuhan.</i> (Your TikTok filter alters God's gift.)	Quality	Exaggeration, lacks evidence.	Indirect humorous criticism	FMQL-01
4	08:11	<i>Duit tuh bukan segalanya.</i> (Money isn't everything.) <i>Tapi kalau nggak ada duit juga nggak enak, bos.</i> (But having no money isn't fun either, boss.)	Relation	Slightly off-topic but connects indirectly.	Humor and soften serious topic	FMR-01
5	14:11	<i>Lo melakukannya karena gue bayar lo.</i> (You did it because I paid you.)	Manner	Blunt in sensitive context.	Emphasize point humorously	FMM-02
6	18:05	<i>Ya, pokoknya kalau nggak ada duit, nggak enak lah.</i> (Well, the point is, if there's no money, it's just not good.)	Quantity	Repeats idea unnecessarily.	Reinforce statement with humor	FMQ-02
7	20:25	<i>Lu kayaknya tiap hari ke klinik kecantikan</i>	Quality	Assumption	Teasing	FMQL-

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		<i>deh.</i> (You seem to go to a beauty clinic every day.)		without evidence.	jokingly	02
8	22:29	<i>Yang diambil adalah omongan gue, omongan gue, omongan gue...</i> (What they took were my words, my words, my words...)	Quantity	Repetition for emphasis.	Show frustration dramatically	FMQ-03
9	23:12	<i>Biarin aja orang ngomong apa.</i> (Just let people say whatever they want.)	Relation	Irrelevant to the direct topic.	Deflect negative comments	FMR-02
10	24:50	<i>Dulu kan gue anak band, banyak gaya.</i> (Back then I was in a band, full of style.)	Quantity	Adds unnecessary background info.	Personal storytelling humor	FMQ-04

The table above presents a pragmatic analysis of several casual and humorous utterances. The analysis is based on Grice's Cooperative Principle, focusing specifically on identifying flouted maxims, the resulting implicatures, and the communicative functions of each utterance.

Among the ten data samples analyzed, the most frequently flouted maxim is the Maxim of Quantity, where the speaker provides excessive or repeated information to emphasize a point or create a humorous effect (e.g., FMQ-01, FMQ-02, FMQ-03, FMQ-04). The Maxim of Manner is also flouted, typically through deliberate ambiguity or bluntness in sensitive contexts, as seen in FMM-01 and FMM-02. Violations of the Maxim of Quality occur when the speaker makes exaggerated or unverified claims, often as a form of indirect criticism or playful teasing (FMQL-01, FMQL-02). The Maxim of Relation is flouted in certain contexts to shift attention or ease tension (FMR-01, FMR-02).

The functions of these flouting are primarily humorous, aiming to build rapport, express indirect criticism, or showcase the speaker's expressive and casual personality. This analysis illustrates how pragmatic principles are flexibly applied in everyday communication to achieve specific social and emotional effects.

5. DISCUSSION

The analysis showed that all four types of conversational maxims — quantity, quality, relation, and manner — were flouted in the Close the Door Podcast episode between Deddy Corbuzier and Maia Estianty.

The most common type of flouting was the Maxim of Quantity, where speakers gave more or less information than necessary. These flouting were mostly used to create humor or stress personal opinions. The Maxim of Manner was also often violated when speakers delivered ambiguous or blunt statements to keep the conversation light and informal.

In addition, the Maxim of Relation was flouted when speakers shifted topics or gave irrelevant responses for humorous effect or to avoid uncomfortable discussions. The Maxim of

Quality was occasionally flouted through exaggeration or ironic remarks, usually to entertain the audience.

Table 2. Alternative Models that Clarify the Data

Theoretical lens	Key idea
Horn's Q & R principles (Horn 1984)	Speakers balance saying as much as needed (Q) vs. not more than necessary (R). Quantity flouts in our corpus (" <i>omongan gue, omongan gue, omongan gue...</i> ") deliberately overshoot Q for humorous intensification, trading off informativity for dramatic effect.
Levinson's M principle (Levinson 2000)	Marked expressions invite marked interpretations. Our speakers use slang (" <i>gua/lu</i> ") and repetition to signal informality and in group solidarity, cueing hearers to infer a playful stance.
Leech's Politeness & Irony Principles (Leech 1983)	Apparent impoliteness can serve deeper politeness goals. Blunt lines like "Lo melakukannya karena gue bayar lo" flout Manner/Quality yet mitigate face threats by framing them as jokes, preserving camaraderie.
Relevance Theory (Sperber & Wilson 1986)	Hearers expect optimal relevance, not strict adherence to maxims. Exaggerated claims about TikTok filters "changing God's gift" prompt the audience to infer a satirical, not literal, meaning—exactly the implicature we coded.
Attardo's General Theory of Verbal Humor (1994)	Humor often hinges on overt maxim violations. Quantity based overstatement and Manner based ambiguity in our data align with Attardo's mechanism of "cooperative principle suspension" to trigger laughter.

These frameworks jointly explain why maxim flouting in our sample is not communicative failure but a resource for stance-taking, rapport building, and comedic tone. Indonesian colloquial discourse values *keakraban* (closeness) and *guyon* (lighthearted banter). The frequent "*gua/lu*" switches, iterative phrases, and mock insults in our sample instantiate solidarity politeness (Brown & Levinson 1987) more than deference. Flouting Quantity by repeating "*omongan gue*" or foregrounding one's "*karate kempo*" credentials does double duty: (1) Indexing persona – claiming toughness or stylistic flair. (2) Inviting shared laughter – signaling the utterance as non-serious, so face-threats are neutralized. Overall, the speakers deliberately flouted conversational maxims to make the conversation more engaging, manage sensitive topics, entertain the audience, and maintain a casual, friendly atmosphere in line with the informal nature of podcast conversations.

6. CONCLUSION

This study examined how conversational maxims were flouted in the Close The Door Podcast episode featuring Deddy Corbuzier and Maia Estianty. Based on the analysis, it was found that all four types of conversational maxims — quantity, quality, relation, and manner — appeared in the conversation. The Maxim of Quantity was the most frequently flouted, followed by the Maxim of Manner, Relation, and Quality. These violations mostly occurred to create humor, shift topics, avoid sensitive discussions, and maintain a relaxed and entertaining atmosphere.

The findings suggest that conversational maxim flouting is a natural strategy in spoken media, especially in casual podcast conversations. It helps speakers manage social interaction, express opinions indirectly, and build a light, engaging dialogue with the audience. Future research is recommended to analyze maxim flouting in different podcast genres or media formats to compare how conversational strategies are used in various contexts.

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Podcast Source

- Close the Door Podcast. (2024). *BAKAL HEBOH INI MASUK BERITA!! – Maia Estianty – JUJUR AJA DISINI* [Video]. YouTube. https://youtu.be/z_y19DYDbLc?si=etBIK7UF6SEpSOap