

CHAPTER I

INTRODUCTION

1.1 Background of The Study

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 fact, the conversation among people does not always run well. Sometimes there is lie, ambiguity, irrelevant or uninformative conversation which creates confusion even misunderstanding among the participants. The verbal exchange that occurs amongst two individual once in a while does no longer occur the way it supposes to be happened due to the fact what character pronouncing does now not truly suggest the which means of the utterances and the listener can tot take

delivery of it. This is why, if a person who hears an utterance can not understand the message and misunderstanding, confusion or even anger.

In linguistics, a good communication can be done by following the "cooperative principle" or the principle of cooperation conveyed. The principle of cooperation is defined as "make your contribution such as required, as 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 flout the maxim, the conversation between the speaker and the hearer may be unsuccessful because they may misunderstand each other. Speaker who flout the maxim cause the hearer not to understand the truth and simplest understand the surface meaning of the speaker's words. Meanwhile, violating happens in order to deceive a hearer with letting the hearer only knows the surface meaning of an utterance. Saying something which is not true is an example of flouting and violating toward maxim.

However, in reality society in general does not always apply the principles of adherence to maxims in daily communication. Sometimes they do not apply the principle of obedience to these maxims because they do it on purpose or not do it. Intentional cases, for example, they don't tell the truth or lie to cover something up or just to please other people, exaggerate words with a specific purpose or attract the attention of others. On other occasions they sometimes don't say anything irrelevant or sometimes they provide information that is ambiguous or unclear when communicating with others. For example, when the teacher asks, "Have you finished your English assignment?". The student answer, "I was not present yesterday". Students do not answer what the real answer is. Students should answer "yes" or "no". Non observance of this maxim can not only be found in daily public communication, but in a podcast interview on YouTube.

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.

Dedy Corbuzier Podcast is content on the Youtube Channel "Deddy Corbuzier" which discusses the latest conditions in Indonesia, the latest news, inspirational stories, and other aspects of sources that are not widely known to the public. The researcher chose deddy corbuzier as the object because he is very well

known among Indonesian people. and his guests, the topics and discussions are interesting.

One of Dedy Corbuzier's podcast episodes entitled "Akhirnya Cerita Setelah Sekian Lama Dia Simpan Kejadian Ini" scene Widi Viera and Cinta Laura. In this episode Widi Viera and Cinta Laura become guest stars. Widi Viera and Cinta Laura are public figures, singers and artists This podcast episode was released on June 23, 2022 with a duration of 1:03:22. In this episode, Widi Viera tells about herself experiencing sexual violence, which she doesn't want to talk about, but with support of Cinta Laura, finally Widi Viera tells how she went through that difficult time and Cinta Laura provides strength through words for Widi Viera. This episode is interesting to listen to because they provide motivation in getting through difficult times experienced by anyone and encourage each other as public figures. For the example in conversation when Dedy ask Widi "what happen? and Widi answer " yang dulu?" in the conversation widi flouted maxims because Widi didn't answer Dedy's question correctly. so that the listener does not get enough information from the statement.

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 and the reason why they did so. The researcher applies Grice's Cooperative Principle Theory.

1.2 Scope of The Study

This study is conducted within the scope pragmatics study that focuses on flouting and violation maxims of cooperative principle. This study is limited to the conversation that is being analyzed is between the host (Dedy Corbuzier) and the guest stars (Widi Viera – Cinta Laura). The writer uses cooperative principle theory by Grice (1989) to analyze the violation and flouting maxims and to reveal the reason why those maxim are flouted in the conversation.

1.3 The Problem of The Study

The problem of the study of the research are :

1. What are the dominant maxims violated and flouted used in *Podcast Dedy Corbuzier scene Widi Viera – Cinta Laura ?*
2. Why are those maxims flouted and violated in Podcast Dedy Corbuzier scene Widi Viera – CintaLaura

1.4 The Objective of The Study

Based on the background of the objective of the study were :

1. To find out flouting and violation maxim are used in Dedy Corbuzier's YouTube Channel.
2. To describe the reason why flouted and violation maxims occur in Podcast Dedy Corbuzier scene Widi Viera – Cinta Laura.

1.5 Significantes of The Study

The finding of this research were expected to be useful for the following:

a. Theoritically

1. This study can give information for the researcher about theory of pragmatics especially in the maxim flouting and violation.
2. This result of the study can give the researcher a reference about the flouting and violation maxim.

b. Practically

1. To develop the other researchers knowledge for next researcher related to the Maxim Flouting and Violation.
2. For the readers, can give the readers have better understanding regarding something implied in a conversation.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Theoretical Framework

Theories will be required when doing a research project to explain some concepts used. The justification will be valued highly. To have the same perspective with the implementation in the field, the concept that will be employed must be clarified. The ideas utilized to determine the study's viability were explained as follows.

2.1.1 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.

In addition, some linguists have proposed a definition of pragmatics, stating that it is the study of meaning in utterances related to the speaker, the hearer, and the situation, which is concerned with context in communication. Leech (1983) is one such linguist. The definition of pragmatics can vary depending on the context of speech involved and how each participant interprets the meaning of an utterance. This is because the meaning is not always directly tied to the word itself.

Due to precise engagement in communication, the participants must convey the message and grasp its meaning. As a result, there must be a rule to take control strictly in order to construct the communication appropriate with the context. Both the speaker and the hearer must participate cooperatively in the process by contributing. Additionally, Yule (1996) added that as pragmatics is the study of the "unseen" meaning, the reader must be able to rely on many assumptions and interpretations in order to understand what is meant even when it is not explicitly articulated.

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.

2.1.2 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.

Grice (1975) distinguished between the two types of implicature—conventional implicature and conversational implicature. normal implicature is the straightforward interpretation of a word's meaning; it is the normal way in which speakers perceive communication. The interaction between the speaker and the interlocutor is what is meant by the definition of implicature discourse, which claims that it is founded on the idea of cooperation. These two guiding principles are how the speaker expresses himself in an implicature discourse. According to the summary above, implicature is a tactic for revealing a word's occult significance in conversational discourse.

2.1.3 Context

Context is defined in a variety of ways. According to Yule (1996), pragmatics is the study of contextual meaning, which relates to the understanding of what individuals mean in a certain situation and how the context effects what they said. The speakers should be considerate of whom, where, when, and under

what circumstances they are speaking. Additionally, according to Hymes' explanation of the "features of context," a "addressor" is a speaker or writer who creates utterances, and a "addressee" is a listener or reader who receives an utterance (quoted in Bader & Abdel-karim, 2010).

Context in Pragmatics are those of both linguistic and non-linguistic, things in the place of speech and background knowledge which shared both by Speaker and hearer that enable to explain meaning of speech, so that both can understand each other. Context is defined as aspects relating to the physical and social environment of a speech that help speakers interpret the meaning of the speaker's utterances.

Regarding the context, since the scenario will dictate how a communication is understood based on the context. In other words, context has a big impact on how people connect. The idea or conclusion that pragmatic is contextual resulted from this as well. There are four different types of context: (1) participants, or the speaker and the hearer, with their status and roles; (2) acts, or all of the verbal and nonverbal actions they take; (3) relevant characteristics, including external circumstances connected to the course of the current action; and (4) the effects the speech acts have on interlocutors or the modifications of events as a result of speech.

2.1.4 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. Below is the example of all maxims in one conversation :

A: Where is Juliet?

B: She is in her room, I'm sure.

It can be seen that speaker B, according to Grice's framework, observes all of the maxims as he answers speaker A's question clearly (Manner) and truthfully (Quality). Moreover, speaker B's contribution is sufficiently provided (Quantity), and his answer is directly relevant to speaker A's question (Relation).

2.1.5 Conversational Maxims

The cooperative principle is a set of four fundamental conversational rules that outline what participants must do in order to have a conversation that is as relational and cooperative as possible. Participants should speak honestly, pertinently, orderly, informatively, and clearly while providing enough information. According to Grice (1989: 28), the listener and speaker must abide by four conversational maxims in order to put the cooperative principles into practice. Quantity, quality, relevance, and manner are their four guiding principles. If we want our speech to flow easily, we must cooperate with the maxims. The following will be explained for each maxim:

2.1.5.1 Maxim of Quantity

This maxim of quantity requires each speaker to contribute as much or as much as the other person needs. Speakers are required not to overdo it in contributing and according to the needs of the interlocutor. The interlocutor won't be able to understand what they are talking about when they supply insufficient information because they don't provide extra details. Conversely, folks who provide too much information often imply something. Additionally, according to Grice (2004), being overly informative is just ineffective or confusing and does not violate the cooperative principle.

The example of conversation Maxim Quantity :

Sally : Where is James going to?

Mike : **Oh, he is going to Sydney**

from the conversation above, Mike answers Sally's question by giving information as required, his response not too much and not too little too. Here, Mike obeys the maxim of quantity

2.1.5.2 Maxim of Quality

"Do not say that which you believe to be false" (Grice, 1975:46) refers to saying something that is not true; "Do not say that for which you lack adequate evidence" (Grice, 1975:46) refers to saying anything that cannot be verified. Therefore, it is expected that the speaker in this situation won't make a false statement; instead, he must base his remarks on actual events.

The example of conversation Maxim of Quality:

A: According to Grice, how many cooperative maxims exist?

B: The four maxims in Grice's book, which I read, form the foundation of the cooperative principle.

A: Which maxims are there?

B: Maxim of quality, relevancy, and manner.

The information provided by (B) in the aforementioned example is accurate; Grice's book, which he read, lists four maxims: the maxims of quantity, quality, relevance, and manner.

2.1.5.3 Maxim of Manner

This maxim is no longer about what is said but the way things are said: every speaker must speak clearly, without darkness or ambiguity, concisely and orderly in giving information so that it is easy to understand. According to Zebua (2017, p. 104) the speaker should be succinct and orderly.

The example of conversation Maxim of Manner :

A : Please sit down here.

B : Okay

Conversation between A and B in this data shows the existence fulfillment of the maxim of manner. The conversation runs clearly and without causing any ambiguity in it.

2.1.5.4 Maxim of Relation

This maxim requires that all participants in the conversation make contributions related to the topic of the conversation. Furthermore, Dwi (2015, p. 246) states that relationship maxims should be relevant to the topic of conversation. Examples of relevance conversation maxims:

A: Someone is standing at the door.

B : I'm in the bathtub

B said that he was in the restroom when A informed him that a visitor had arrived at their door and asked him to open it for them. B's response suggests that he doesn't anticipate A to know where he is at that same moment, therefore he is unable to open the door and see who is approaching. As a result, it can be claimed that the link between speech actors may not always be expressed in the utterance's meaning but instead may be suggested.

2.1.6 Non Observance of Maxim

When the speaker disobeyed the conversational maxims, there was a non-observance of the maxim. The hearer or communicant will involve their own meaning and understanding by deviating from the conversational maxim. Consequently, this contributes to the communication's failure. Grice asserts that

there are five methods to disregard the maxims (Thomas 2014:64): A maxim can be flouted, violated, violated by infringement, opted out of, and suspended.

2.1.6.1 Violating a 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. It is true that not all speakers are completely truthful or efficient (Finegan, 2014). Based on the statement that not every person that speak to other can completely followed 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, mostly people tend to tell a lie. Some people believe that a lie is the natural method that can be used to survive from an inappropriate condition Christoffersen (2005). However, the major purpose for people to tell a lie is just want to save the face or hide the truth. Sometimes, when people do something bad and have no choice to cover up their secret and to 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 to get the true information. In another word, 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. Beside 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.

Based on the theory of Grice (1975) mentioned that violating maxim also followed with four types; violating maxim of quantity, violating maxim of quality, violating maxim of relation and also violating maxim of manner. All the types of violating maxim described below

2.1.6.1.1 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 in your family?

B: There are five people.

A: Do you have 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.

2.1.6.1.2 Violating Maxim of Quality

The definition of violating maxim of quality is provide the wrong information, or they do not honestly tell the information. As the definition of maxim quality is provide the true indormation and also gives the information

honestly, here is the definition of violating maxim. In this violating maxim the speaker intentionally gives the wrong information.

A: What are you doing now?

B: I am eating.

A: Are you hungry?

B: No, I am not.

As the example mentioned above. B gave untruthful answer in answering A question. As the question asked B hungry or not but the the fact that B was eating at the time showed that B was hungry.

2.1.6.1.3 Violating Maxim of Relation

Violating maxim of relation is a maxim happens when the speaker does not answer the question relevantly to the topic of the conversation. Violating maxim of relation happens when the answer is out of topic. The aims to distract the listener and change the topic. As the definition of maxim of relation is to be relevant. According to Cutting (2002, p. 40), speakers who try to divert attention by switching the subject violate the relational principle. like the illustration below

A: Your spaghetti looks delicious. Could I taste some?

J: Your shirt is really nice.

As the example shows, J answered the question irrelevant with A's question. As A talked about a spaghetti, J talked about A's shirt.

2.1.6.1.4 Violating Maxim of Manner

Maxim of manner needs contributions that are explicit, clear, concise, and organized. Speakers must avoid ambiguity and obscurity of expression when

speaking in order to uphold the Manner maxim. Here is an example of how the manners maxim has been violated:

A: What do you think of Cindy?

D: She is a beautiful girl.

A: How about her characteristics?

D: She is like Ria.

In here the answer of D is not specific and makes the hearer, A confused. The hearer didn't know Ria that well the only one who knows Ria is D but D gave an ambiguous answer.

2.1.6.2 Infringing a Maxim

Infringing a maxim, according to Thomas (2015), typically occurs when a speaker exhibits subpar linguistic performance, cognitive disability, or when a speaker is unable to speak clearly or concisely due to informational impairment. When the speaker lacks expertise on the subject, a maxim is likewise violated.

In the above statement it can be explained that the speaker is said to be infringing a maxim when the speaker does not have good grammar or has limitations in language, unable to speak as clearly or as possible speakers do not understand the knowledge of the topic being discussed.

2.1.6.3 Opting Out of a Maxim

A speaker who rejects the maxim is said to be opting out of it. It suggests that the speaker is not willing to support the maxim. On the other hand, the speaker does not want to come out as disinterested.

2.1.6.4 Suspension a Maxim

Maxim suspension is a case when a speaker does not tell or give information clearly or explicitly because it is a social or cultural taboo.

2.1.6.5 Flouting a Maxim

Grice (1975:49) stated "The speakers may flout a maxim when they fail to fulfil it, not with any intention of deceiving or misleading, but because the speakers wishes to interlocutors to find out the meaning which is different in the conversation, or in addition to expressed true meaning. When the speakers blatantly fail to fulfil a maxim, this situation is that characteristically gives rise to a conversational implicature, and when this implicature appeared in conversation, it meant that one of maxim is being exploited". This means that speakers flout maxims when they blatantly fail to do so, and that happens when the speaker wants the listener to learn something new or understand the conversation's true meaning rather than doing so with the intention of deceiving or misleading them.

Cutting's claim that "The speaker who flouts maxims expects the listeners to appreciate the meaning implied but they appear not to follow the maxims" (2002:37) supports Grice's assertion. Therefore, there are only a few ways to flout maxims that result in implicatures. There are four different kinds of flouting maxims: the maxims of quantity, quality, relationship, and manner.

2.1.6.5.1 Flouting Maxim of Quantity

According to Cutting (2022:37) "in the maxim of quantity requires each participants to give sufficient contribution as much as needed by the interlocutor. But if the speaker seems to give little or too much information than is required. It

can be said that the information that is given insufficient". Can be interpreted in the maxim of quantity requires that each participant contributes sufficiently as much as needed by the interlocutor, but if the speaker gives little or too much information than needed. Can be said that the information provided is not sufficient as required interlocutors. For the example :

Today is twelve o'clock. Hana ask about time to Sara.

Hana : what time is this, sar?

*Sara : **Like yesterday!***

In this example, Hana asks Sara what time it is, and Sara just gives the same answer as yesterday. In this case, Sara provided less information than necessary. Because of that, Sara flouting the maxim of quantity. In this conversation, it is hoped that Hana will know that it is twelve o'clock the same as yesterday from the information that Sara conveyed. Therefore, it can be concluded that the flouting of the maxims quantity can occur because the speaker provides less or less information too much for listeners.

2.1.6.5.2 Flouting Maxim of Quality

If a speaker disobeys a quality maxim, they are not being authentic and are misinforming the audience. to give an example:

Budi: Bandung is the central city of Indonesia, teacher?

*Teacher : **I suppose Jakarta is the central city of Malaysia.***

In the example above, the statement made by Budi is false. Bandung is not the city center of Indonesia, so teacher said it wrongly that Jakarta is the center of Malaysia because Budi's statement is not true.

The speaker may flout the quality maxim by failing to address the audience or interlocutor when speaking, according to the justification given above.

2.1.6.5.3. Flouting Maxim of Relation

If the speaker fails to offer a contribution that is pertinent to the topic at hand and instead makes a statement that is off-topic, they may be in violation of the relational principle. According to Cutting (2002:39), speakers who disregard the principle of relation expect their listeners to be able to infer what they did not say and connect their utterance to the one before it. To give an example:

Tony: How much did the new dress cost, honey?

Claudia : I know. Let's go out tonight.

In that example, Claudia's contribution failed to answer Tony's question. However, there is a possible connection between what Claudia said and the question Tony asked earlier. If Tony can pull the conclusion from what Claudia said that if Claudia wants to buy that dress for tonight, and she probably knows about the price of that dress.

2.1.6.5.4 Flouting Maxim of Manner

Speakers who violate the rule of implementation frequently do so by using ambiguity, using imprecise language, and skipping over the details. "Those who flout the maxim of manner are being obscure and often trying to exclude a third party," claims Cutting (2002:39). As a result, persons who disregard the golden rule of manners frequently blurt things out and try to exclude others. To give an example:

Danny want to buy some vegetables for his son, his son does not like Vegetable.

Tia : Where are you off to?

Danny : i was thinking of going out to get **cool green stuff** for **somebody**.

In this example, Danny is saying something in an ambiguous way by saying “**cool green stuff**” to replace 'vegetables' and mentions “**somebody**” to replace his 'son'. This case do formake his son get excited and want to eat vegetables, and if he knowsthat the “**cool green stuff**” is a vegetable, he won't get excited and won't want to eat vegetable

table 2. 1 The Difference between Violating and Flouting

Violating	Flouting
<p>When a speaker deviates from a maxim, the interlocutors are misled by his or her remarks (Grice, 1975).</p> <p>Speakers deliberately disregard a maxim with the goal of creating implicature.</p>	<p>The additional meaning that the speaker has expressed is known as implicature (Grice 1975).</p> <p>People may subtly and covertly breach a rule with the purpose to deceive</p>
<p>The speaker ignores the maxim. actually knows that the listeners do not understand the conversation's true meaning, and they deliberately create misleading implicatures by providing incomplete information, saying something incorrect, irrelevant, or ambiguous, leading the listeners to infer the wrong meaning from the conversation (Thomas in Cutting 2002:40).</p>	<p>The speaker who disobeys maxims expects the audience to get the meaning they are implying, although they don't seem to be doing so (Cutting 2002:37)</p>
<p>Violations are "quiet" in the sense that it is immediately clear that the speaker misled on purpose, provided insufficient information, or was confusing, irrelevant, or difficult to grasp. In Peccei (1999:27),</p> <p>For instance, when her mother asks, the boy has been playing games for hours.</p>	<p>When speakers purposely fail to uphold particular maxims, it is said that they are "flouting" (Peccei 1999:27).</p> <p>For instance, a teacher might address a student who is more than ten minutes late for a class</p>

<p>Mother: Did you spend the entire day studying? Son: I had been studying up until now</p>	<p>meeting. T : Wow! You're always on time, sir! We're glad you're here. S : Sorry, sir. It won't happen once again.</p>
--	--

2.2 Purpose of Flouting and Violation Maxim

The process of communication will be influenced by an utterance's aim. Shofiyah (2015), Prativi (2012) are only a few of the research that have examined some of the aims of employing flouting and violating approach through context. The maxim might be flouted for a variety of reasons, such as to support a point of view or persuade someone; this goal is achieved by getting the listener to believe what the speaker is saying. The speaker's expression is then sent to the listener in order to convey a feeling, such as showing affection or wrath. It is also intended to offend someone, embarrass someone, or defend another person's feelings. On the other hand, violating maxims has a purpose of secrecy, which means that the speaker does not want everyone to know the truth. Then there is also the purpose of avoiding embarrassment is to preserve the image of the speaker.

2.2.1 The Purpose of Flouting Maxim

A flouted can happen on each maxim and according to Cutting (2002) there are some common reasons for flouting the maxim:

2.2.1.1 To Create Hyperbola and Irony

People frequently disobey the quality maxim by using hyperbole and irony. People often use hyperbole to magnify the truth, which is patently false. While people frequently utilize intended irony to contrast actual circumstances.

For example :

Fiona : Sam, do you love me

Sam : Of course. I can't live without you by my side

From the example, it can be seen that Sam flout maxim of quality. Logically, a human being can not live without food and water as the substances to mainting their life. But he boy uses utterance to show how important his girlfriend in his life is. It what is called as hyperbole.

2.2.1.2 Banter

Banter strategy indicated by the moel-impoliteness in an utterance. Cuttiing (2002) explains that bater as a negative utterance which implies positive meaning. "You're nasty, mean, and stingy. How can you only give me one kiss?" is actually intended to express friendship and not to hurt the hearer (Cutting, 2002, p. 38).

2.2.1.2 To Change a Topic

According to Cutting (2002) flouting the maxim of relation as an exchanging topic by using irrelevant comment, but it expected that a hearer knows the meaning by makingconnection between current topic and the preceding one.

People flout maxim of relation in order to change the topic. It may be caused the speaker does not want to give answer or does not know the answer. For example :

Bella : When will you give my money back, Sarah?

Sarah : Do you see my novel? I forget where I put it

From the example above, Sarah flouted maxim of relation by giving a question back. There is really no relation between Bella's question and Sarah's response.

She change the topic which may caused she does not have money yet to give to Bella.

2.2.1.3 To Keep a Secret

In order to keep a secret, people use utterances that flouted maxim of manner. Secret must not be know by others and people have to quietly talk about it or use some unclear utterance, so that the utterances can not be understood by others. For Example :

Alfred and John are in the living room. Alfred asks John about what they are going to do and suddenly their mom just comes from outside.

Alfred: What are we going to do next?

John : We are going to do “triple x” business.

John flout maxims of manner by not giving a clear answer. It is because they are in situation where John can not say what they are really going to. That “triple x” business means that they are going to play game and john does not want their mom to know that.

2.2.1.4 To Create Humors

In order to create humor, people use some utterances to make people laugh. People tend to create humor by doing flouting any type of maxim depends on the situation. For example :

Alex : I'm so lazy to observe zoo, seriously. But anyway, is it right that there is a gorilla in the new zoo?

Dean : How would I do ? Do you think that I date a gorilla then I get the information about it from her?

Dean flouting maxim of relation by not giving the answer which is relevant to Alex question. Dean flouted maxim of relation to create humor to make him laugh and finally feel better after that.

2.2.2 The Purpose of Violating Maxim

According to Cutting (2002), violating towards maxim of quantity happens when a speaker does not give enough information to a hearer about the whole picture or the topic being discussed. Then, violating towards maxim of quality is a situation where a speaker is not sincere and gives wrong information to a hearer, which can be said as lie. Cutting (2002) says “ speaker can violate the maxim of quality by not being sincere and tend to give wrong information to a hearer”. Furthermore, violating towards maxim of relation happens when a speaker change the topic to avoid the answer or topic that brought by other interlocutors in conversation. Cutting (2002) defined that violating in maxim of relation happens when speakers try to distract and change topic to another one. The last is violating toward maxim of manner. Cutting (2002) defines that violating towards maxim of manner happens when someone gives obscure reference, and vague reference, in order to avoid a brief and orderly answer in a conversation. According to Christoffersen (2005) stated there are 8 reason why people violate the maxim.

2.2.2.1 Hide the truth

(Matt covers his real age to his sister's friend that he met in the party)

Anna: how old are you? I am twenty two

Matt: exactly the same with you.

In here can be seen that matt violate the maxims to hide the truth about his real age.

2.2.2.2 Save face

(Jane covers herself before texting her lecturer)

Jane: I am so sorry sir to disturb your time. Do you have time tomorrow sir? I want to discuss about my thesis.

As the example mentioned above, can be seen that Jane covers herself by saying sorry first.

2.2.2.3 Feel jealous about something

(Cindy lies to Caramel that she didn't see Ryan)

Caramel: Did you see Ryan?

Cindy: Sorry, I didn't see him

As the example mentioned above can be seen that in here Cindy feel jealous to Caramel as the reason she violate the maxims.

2.2.2.4 Satisfying the hearer

(A conversation between a father with his 5 years old daughter)

Jeany: Dad, how was I born ?

Daddy: The angel sends you to me as a christmas gift.

As this example showed, that daddy violate the maxim because the kids is still didn't understand if the father explained it that he decided to answer to satisfy hisdaughter.

2.2.2.5 Cheer the hearer

(A wife asks her husband about her meal, the taste is salty)

Wife : How about the taste daddy?

Husband : it is good mom.

The example shows that the husband violate the maxim because he wants to cheer his wife about her meals.

2.2.2.6 Avoiding to hurt the hearer

(His father is passed away and his mother didn't want to hurt her 7 years old son)

Jeremy: where is father mom? I didn't see him for this 2 month

Mom: Your father work overseas to buy you a present on your birthday .

As the example showed the reason on doing violating maxim because she wont hurt her son by giving the fact that his father passed away.

2.2.2.7 Building one's belief

(Joan asks her boyfriend whether he still remembers his ex girlfriend or not. Her boyfriend lies to her and makes her believe 100%)

Anna : I wonder if you are still in love with your ex.Because I saw her picture on your wallet

Brian : Of course not darling, you know you are the one in my heart. That is not her, she is my cousin who looks like her.

The reason why Brian violate the maxim is just he wants to build his girl trust, in fact that he still bloves his ex and also that picture is his ex he didn't mentioned the fact.

2.2.2.8 Convincing the hearer

(A part time cashier asks his friend to take his shift, but his friend refuses by creating a good reason)

Anabelle : Can you take my shift tonight?

Bianca : I wish I could, but I have to take my sister to the dentist tonight. Bianca has the reason that can convince Annabelle why she cannot help her. By violate the maxim above can be seen that even though the fact that she didn't want to help her but she choose the reason that can convince her. In the real life situation, many people tend to tell lie and break the rules of Grice's Cooperative Principle (1975). Many people when communicate with each other violate the maxims. there are many reason that triggered the speaker to violate the maxims. As Christoffersen (2005) stated there are 8 reason why people violate the maxim. Simply that in every violating maxim there is a reason behind it

2.3 Podcast

Podcasts are one of the most popular content media. Because it looks more flexible and intense than a typical radio broadcast. The term podcast was first proposed by a journalist for The Guardian, Ben Hammersley, in 2004. The word podcast itself has an abbreviated meaning, namely play on demand and broadcast. For content creators, podcasts are an effective way to reach all listeners or viewers in the world. Some of the most popular genres on podcasts are: Comedy, Horror, Politics, Story, Education, Sports, Art, Lifestyle, Technology, Education, Kids, Romance and Health.

An interview podcast is one where the host conducts interviews with guests or other sources for each episode. On Deddy Corbuzier's YouTube channel,

a podcast interview is displayed as an illustration. Dedy Corbuzier has his own podcast program in audio-visual format on his Youtube channel. Dedy mostly discusses topics that are widely discussed or can be said to be viral. Dedy corbuzier often invites big sources, it's an advantage his podacst. From the world entertainment, sports, to politicians Deddy can offset what was disscused with the resource person.

2.4 Previous Studies

As the comparison to this study, the writer would like to explain some previous study that discussed about maxim as the topic. Niswatin nurul hidayati (2018) has conducted research with the title “Pelanggaran Maksim (Flouting Maxim) Dalam Tuturan Tokoh Film Radio Galau FM : Sebuah Kajian Pragmatik”. In his research, Niswatin (student of STAI AL Hikmah) tried to analyze the speech contained in the conversations of the characters in the film Radio Galau FM, especially in terms of flouting maxims, uses quite a lot of certain utterances that contain hidden meanings, for example convincing the interlocutor, giving surprises, and avoiding conflict. The similarity between Niswatin's research and this research is that they both use the flouting of maxim theory. The difference in this study is the point to be studied. In his research Niswatin only focuses on flouting of maxims and the reasons for violating maxims, while this research wants to examine the flouting maxims and violating maxims that occur in Dedy Corbuzier's podcast, and want to find out what maxims are dominant in Dedy Corbuzier's podcasts.

Noertjahjo (2017) has conducted research with the title "Analysis of Flouting and Violating Towards Maxim of Quality in My Sister's Keeper Novel". In her research, Esther (Mulawarman University) used the novel My Sister's Keeper as her research data. In her research, Esther found that the violation of the maxim of quality came from the main character's speech and found it in the main character's speech through five strategies including hyperbole strategy, metaphor strategy, irony strategy, banter strategy, and lie strategy. The similarity of the research used by Ester and this research is that they both want to analyze the flouting maxim and violating maxim. Meanwhile, the difference between the research conducted by Ester and this research lies in the object of research, where Esther took the novel My Sister's Keeper as research material, while this research used YouTube podcasts as research material. This study also discusses violations of 4 types of maxims, while Esther's research only discusses violations of the Maxim of Quality.

Arfiyah (2014) has conducted research entitled "A Study on Conversational Implicature in Sentilan Sentilun Talkshow on Metro TV." In her research, Arfiyah (UWP student) describes the flouting of maxims in the conversation between Ngoro Sentilan and Sentilun and their guest stars, while also want to know the implied meaning in the utterances conveyed by the characters. The result of Arffiyah's research found 20 flouting of maxims in the episode Menghargai Perempuan Indonesia (Respect Indonesian Woman).

The similarity between Artifiah's research and this research lies in the flouting of maxims theory. While the difference between the research conducted by Arfiyah and this research, the first lies in the research object, where Arfiyah

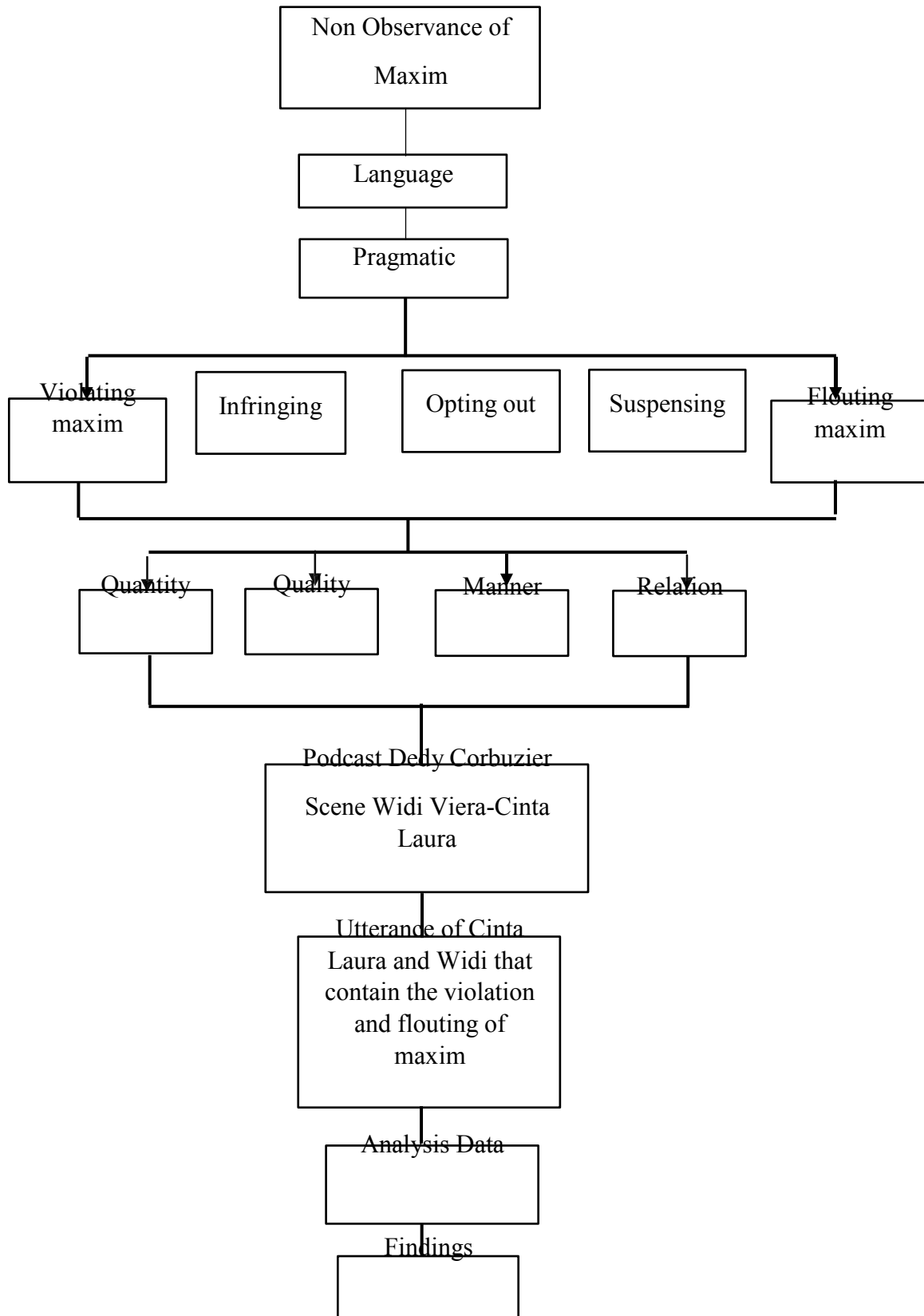
takes talk shows that are broadcast on TV media, while this research takes Podcasts that are usually aired on YouTube media. the second difference lies in the formulation of the problem, where in Arfiyah's research he wants to identify violations of maxims in th`e conversation between the host and the guest stars and at the same time wants to know the meaning implied in the utterances delivered. whereas in this study only wanted to find the most dominant flouting of maxims in Dedy Corbuzier's podcast.

The Maxim Violation Najwa Talk Show 'Selebriti Pengganda Simpati': Alfina (2016)'s research. In her research, Ester (Diponegoro University) discovered the types of maxim violations made by the guests on the "Mata Najwa" talk show, as well as the reasons why the guests broke the maxims. Ester's research revealed fifteen instances of utterances that violated the quantity, quality, relationship, and manner maxims. The main motivation for these violations was the speaker's desire to be courteous and maintain the dignity of the other person. The similarity of the research used by Ester and this research is that they both want to analyze the violating maxim. While the difference between the research conducted by ester and this research is that the first ester study only analyzes violating maxims while this research analyzes flouting and violating maxims. the second lies in the formulation of the problem, where in Esther's research she wants to find the motivation behind the violation of these maxims. whereas in this study we only want to find or find the dominant maxims that occur in Dedy Corbuzier's podcast.

Arofah (2021) has conducted research entitled "An Analysis of Violation and Flouting Maxim in Teacher – Students Interaction in English Teaching and

Learning Process. In her research Siti (Universitas Islam Nahdlatul Ulama Jepara) analyze the type of violation and flouting the maxim of teacher-student interaction in the English teaching and learning process and find the most frequently produced between violation and flouting the maxim. The result of Siti Arofah research showed that there are four types of maxim that are violated by the teacher and students. These are the maxims of amount 11 (50%) quality 5 (22,73%) relation 1 (4,54%) and manner 5 (22,73%), with the maxim of quantity being the most frequently violated. Additionally, the flaunting maxims of quantity (14.29%), quality (28.57%), and relation (47.14%).

2.5 Conceptual Framework



CHAPTER III

RESEARCH METHOD

3.1 The Research Design

This research is descriptive qualitative research. Qualitative means this research does not need any kind of statistical approach to analyze the data and the researcher finds out the flouting and violation maxim with the reason doing a violating and flouting maxim. According to Creswell (2014:4) qualitative research is a study that seeks to discover and comprehend the significance that individuals or groups ascribe to social or human problems.

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 because the research result describes the event descriptively by using Grice's (1975) theory to find out flouting and violation maxim and the reason.

3.2 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.

3.3 Subject and Object of Study

3.3.1 Subject

People, places, or items that are obsessively pursued with the intention of becoming 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.

3.3.2 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.

3.4 Techniques of Data Collection

The researcher will use several techniques to collect the data

1. Before analyzing the data, the researcher firstly download the data from YouTube Channel Dedy Corbuzier with website adress <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.

3.5 The Technique of Analyzing Data

The technique utilized in analyzing data collecting has three stages: data reduction techniques, data displays, and conclusion drawing or verification. This is the way qualitative data was proposed by Miles, Huberman, and Saldana in Sinaga,(2019) an explanation of this data collection method can be seen as follows:

1. Data Reduction

Data reduction involves selecting, focusing, simplifying, abstracting, and transforming data. In condensing, the researcher must decide which aspects of the observation are relevant. The main purpose of this qualitative research is to produce the final findings. Data were collected through observation. In the data condensation process, the researcher selects specific data from the conversations of podcast utterances obtained during the research.

The step in this data Condensation is:

- a. Selecting, the researcher gathers data by watching Dedy Corbuzier's Youtube Podcast.
- b. Focusing, at this phase, the researcher marking each utterance that do not fullfill Grice Cooperative Principle in the converstation of Podcast Dedy Corbuzier.
- c. Simplifying, the researcher classified the language by using Grice theory to find flouting and violating maxim in the conversation.
- d. Transforming, Categorize the types of flouting and violating of these maxims

in a table. Then, the researcher calculated the violation and flouting maxim and decided what most produced between the violation and flouting maxim that found in Podcast Dedy Corbuzier Scene Widi Viera-Cinta Laura of their utterances.

2. Data Display

The second step is data display, data display is a structured presentation of information that make sit possible to draw conclusions and take action. The research problem formulation is used during the process of condensing and presenting data. This step involves presenting a structured collection of information to conclude because the qualitative research data is descriptive in nature. Inpresenting data there needs to be simplification without losing its contents. After the evidence is presented a conclusion can be drawn.

Table 3.1 Flouting maxims on dialogue between host and guest

No	Utterances	Flouting maxim			
		Qn	Q1	R	M

Tabel 3.2 Violating maxims on dialogue between host and guest

No	Utterances	Violating maxim			
		Qn	Q1	R	M

Keterangan

Qn : maxim of quantity

Q1 : maxim of quality

R : maxim of relevan

M : maxim of manner

Table 3.3 Total Non-Observance of Maxims

No	Non observance of maxim	Total
1	Violation of Maxim	
2	Flouting of Maxim	

3. Conclusion Drawing or Verification

The explanation in this last step is Conclusion Drawing or Verification to complete the qualitative data analysis. The qualitative analysis begins with data collection and involves determining the importance of an element, identifying regular patterns, explanations, and causal processes in interpreting statements as progress analysis. after the data is there then, the process of conclusions to get temporary conclusions. which means, the conclusions continue to be analyzed and verified to ensure validity to gain an understanding of the flouts of the maxims and the predominance of each type of maxim from the violationg and flouting of the maxims in podcaat Dedy Corbuzier.

3.6 Triangulation

Verification through triangulation promotes validity by embracing several points of view and techniques. The researcher will employtheoretical triangulation in this study. The first study topic was addressed by the researcher using Grice's cooperative principle theory as the fundamental theory, which was supported by

Cutting and Peccei maxim theories to answer the first research question. Moreover, the researcher used Cutting and Christoffersen theories to answer the second question about the reason of flouting and violation maxim. In order to enhance the interpretation of the data, the researcher also use data triangulation. Relevant data from research journals, books, and other sources.