

CHAPTER I

INTRODUCTION

This chapter presents the background description, which deals with the issue, statement of problem, research objective, research significance, and the definition of key terms.

1.1 Research Background

A conversation is a type of communication in which two or more individuals exchange ideas, opinions, comments, or feelings. Humans communicate in order to express their thoughts as social beings. As a result, we require a tool known as language to allow the presence of a conversation in order to participate and cooperate in order to attain a common purpose. According to Schwarcz (1969) language is used to convey or represent something to others. In that way, language has structure and meaning in communication, allowing people to transmit messages clearly and efficiently. Language is one of the essential parts of the conversation, and several things must be understood so that a conversation can run smoothly without any misunderstanding. One of which is regarding cooperative principles.

According to Grice (1975), cooperative principles "make your conversational contribution such as is required, at the stage at which occurs, by the accepted purpose or direction of the talk exchange in which you are engaged." Cooperative principles, according to Grice are described in 4 sub-principles: (1) The Maxim of Quantity (2) The Maxim of Quality (3) The Maxim of Relation (4) The Maxim of Manner. These four sub-principles are a linguistic principle in lingual interaction, the principle that guides their use of language, actions, and interpretations of the listener's actions and utterances.

In Grice's maxim, there is also what is called violation of maxims. Violation maxim occurs because the speaker or interlocutor violates the principles of cooperative principles, (1) Flouting a maxim, when we have no intention to deceive or mislead the hearer. The speaker knows the hearer will get the meaning implied.

(2) Violating Maxim, there is an intention to deceive the hearer. (3) Opting Out of a Maxim, the speaker chooses not to observe a maxim for ethical or legal reasons. A speaker opting out of a maxim indicates an unwillingness to cooperate, although they do not want to appear uncooperative. If one of the four principles is violated, the conversation will not go well and will result in an implicature.

Implicature is the additional meaning given by the speaker and interpreted by the hearer. Implicature can be considered as another conveyed meaning. Understanding the meaning of a speech is very important in various contexts. An implicature is certainly a prime example of more being communicated than is said. Implicature can arise either from the fulfillment or violation of the cooperative principle. Violations of maxims in conversation are commonly found in daily conversations, both formal and informal conversations. Maxim violations can occur anywhere, at any time, and by anybody, from conversations between friends in class to debates between ministers and heads of state, on television shows, or even in YouTube videos.

YouTube was started in November 2005, and now YouTube has become one of the most frequently used social media sites. YouTube is a media sharing site, which is a type of social media that facilitates its users to share video and audio content. According to Rukmanasari Rukmanasari (2012), YouTube is an audio-visual communication platform that channels messages through sound and moving images, making it easy to understand and access the audience. On YouTube, users can search for the desired video category, because YouTube provides various types of video categories ranging from makeup content to debates, animations, award shows, and podcasts.

Podcasts are audio or visual content that is delivered automatically over a network through a free subscription Rajic (2013). After subscribing, podcasts can be distributed periodically over the Internet, and we can also easily access various types of podcasts on YouTube.

Cooperative principles and implicature are part of a pragmatic study.

Pragmatics, according to (Yule, 1996) is the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). This study necessitates interpreting what people mean in a given situation and how the context affects what they say. This approach must also investigate how listeners can infer what is stated in order to arrive at an understanding of the speaker's intended meaning. This research examines how much of what is unsaid is acknowledged as part of what is expressed. Pragmatics is the study of the expression of relative distance.

Based on the theory of the violation of the maxims, the writer is interested in analyzing objects that produce implicatures from violate the theory. The author plans to analyze the object in a video podcast interview uploaded on the YouTube channel page Zach Sang Show by an influencer from America, Zach Sang, who interviewed a female singer from Indonesia, Niki Zefanya.

The Zach Sang Show YouTube channel was created on August 25, 2012, and currently has 805k subscribers, and more than 1.4k videos have been uploaded. The show is held informally, with celebrities or inspirational persons invited. The celebrities who attended this event ranged from American singers, actresses, influencers, and models to non-native Americans such as LISA BLACKPINK, Bretman Rock from the Philippines, JESSI from Korea, Agnez Mo from Indonesia, and many more. One of the famous non-native American singer that invited was Niki Zefanya from Indonesia. The author watched the video interview entitled “NIKI Talks Indigo, 88rising & Head in the Clouds II”, a video podcast interview with a duration of one hour, nine minutes and twelve seconds.

An interview is a conversation where the interviewer asks the questions, and the interviewee responds or answers the questions. It is a qualitative strategy for gathering more information about habits, attitudes, points of view, and requirements. Interviews can be conducted in person, over the phone, or via videoconferencing. In this YouTube video podcast, as was done by Zach Sang and Niki, the interview was conducted in person.

In this YouTube video podcast, Niki tells a lot about her musical career from the start and also explains a lot about other sides of her musical life. All of Niki's songs are in English, and many young audiences like Niki's work, so many people also use Niki as a role model. Moreover, Niki who is Indonesian, chose to study abroad, as well as her music career in America which required Niki to learn English. So, it can be concluded that English is not Niki's first language, and there is a big possibility that Niki will violate cooperative principles that would lead to implicature. This is what makes researchers interested in taking the YouTube podcast video of Niki's interview on the Zang Sang Show channel as a research object.

The theory of cooperative principles and implicatures has received so many attention that it has become the basis for several studies by many other researchers. The previous study was conducted by Khusnudzona (2022) titled "Violation of Conversational Maxims In The Ellen Degeneres Talk Show". This research's data were analyzed using the theory from (1975) about cooperative principles. However, this research discussed violation of conversational maxims and the functions of violating the maxims in Sofia Vergara's utterances in The Ellen DeGeneres Show. From the data analyzed with the theory above, the results of this research showed that there were 45 utterances that violated. The functions of the violation of conversational maxim include clarifying information, bringing up conversational implicatures, hiding the intention, creating humor, the ice-breaking, mocking, covering shame, and making obscure information.

The second research was conducted by Hidayat (2022) titled "The Violation of Cooperative Principle in William Donohue's The Best Joke Book". The study focused on what maxims of cooperative principle are violated in William Donohue's The Best Joke Book and what functions of violation of cooperative principle are in William Donohue's The Best Joke Book. Using Grice's main theory of cooperative principles and implicature, he found 36 violations consisting of 7 types of flouting of maxims, and the most commonly found was flouting of maxim

of relation. In addition, there are also 10 types of flouting of maxims, and most of these functions are to make jokes or to entertain.

The third research was conducted Syalshabila (2022) entitled “Implicature As The Effect Of The Maxim Violation Committed By Donald J.Trump and Joe Biden In The Final Presidential Debate 2020”. The study focused on what are the types of maxim violations and how does the violation of the maxims create the implicatures in the Final Presidential Debate Between Donald J. Trump and Joe Biden In 2020. Based on the findings of this research, it can be concluded that both Donald J. Trump and Joe Biden mostly violated the maxim of quantity because their statements or arguments were often too long, and they often explained a lot of things that did not need to explain and these violations ultimately resulted in another meaning or implicature.

The first research above described the types of maxim violations and the function of maxim violation itself from Sovia Vegara’s utterances. At the same time, the second research explains the violation of cooperative principles includes flouting maxim, violating maxim and opting out maxim, also that Herdin studied this violation of cooperative principles in a book. The third research describes all of the maxim violation violated by Donald J. Trump and Joe Biden in the Final Presidential Debate. The similarities of those studies examined the violation of maxims. The main difference between the writer's research and those studies above is that the writer focuses on finding the type of violation that produces implicatures and also uses video podcast interview as an object of the research.

1.2 Statement of Problem

It is important to properly understand the cooperative principles in a conversation, so that a conversation can run smoothly without any misunderstanding, because if one of the four principles is violated, the conversation will not go well and will result an implicature, implicature can be considered as another conveyed meaning. From the background of the study above, the researcher

can conclude that two questions will be the main focus of this study, they are:

1. What cooperative principles are violated that cause implicatures in the interview between Zach Sang and Niki Zefanya?
2. What are the meanings of the implicatures created from violation of cooperative principles in the interview between Zach Sang and Niki Zefanya?

1.3 Research Purposes

Based on the research questions above, the purpose of the research are as follows:

1. To identify the violations of the cooperative principles that cause implicature in the interview between Zach Sang and Niki Zefanya.
2. To find out the meanings of the implicatures created from violation of cooperative principles in the interview between Zach Sang and Niki Zefanya.

1.4 Research Significance

The writer hopes that this research can significantly benefit the writer and the reader both theoretically and practically. This research can give the knowledge about pragmatics, the rules when we talk with each other, especially cooperative principle and implicature.

The result of this research can also be an additional reference for another writer, be another material for a teacher in teaching a Pragmatics course, and help the reader get a good understanding of the content of the discourse.

1.5 Definition of Key Terms

In this research, there are some key terms used. To clarify the key terms, the researcher provides some definitions.

1. **Cooperative Principles.** Cooperative principles is make your conversational contribution such as is required, at the stage at which occurs, by the accepted purpose or direction of the talk exchange in which you are engaged (Yule, 1996b).
2. **Maxim.** This means the rules in conversation, which describe communication effectiveness within the same social strata.
3. **Violation of Maxim.** The condition in which the speaker does not fulfill the cooperative principle of conversation Grice (1975).
4. **Implicature.** Implicature is the additional meaning given by the speaker and interpreted by the hearer. According to Yule (1996), the meaning of implicature is limited to the importance of words.

