

CHAPTER I

INTRODUCTION

This chapter presents a thorough description of the overall research. The discussion covers the background of the study, the research questions, and the research objectives, followed by an elaboration of the research significance, the definitions of key terms, and the conceptual framework underlying the study.

1.1 Background of Problem

Language is the primary medium through which humans interact, express ideas, and establish meaning in everyday life. In any communicative exchange, speakers naturally make choices about how to present information, whether to be direct or indirect, precise or vague, sincere or performative. These choices vary considerably across individuals and contexts, reflecting the diverse and flexible nature of language use. Despite this diversity, the goal of communication remains to be understood.

Effective communication requires cooperation between speakers and listeners to ensure that messages are conveyed and understood successfully. In pragmatics, this expectation was formalized through H. P. Grice's (1975) Cooperative Principle. It states that speakers should make their contributions informative, truthful, relevant, and clear at each stage of an interaction.

However, speakers do not always follow these norms, a situation that can be referred to as non-observance of maxims. Grice (1975) proposed four possible ways a speaker may fail to observe a maxim, violating, opting out, clashing, and flouting maxims. Thomas (1995) subsequently broadened this classification to encompass five types, namely flouting, violating, infringing, opting out, and suspending.

Flouting a maxim occurs when a speaker deliberately and openly breaks a maxim, prompting the listener to infer a meaning beyond what is literally said (Grice, 1975). Unlike the other types, flouting is communicatively intentional and transparent, making it the most pragmatically rich form of non-observance. This

form of non-observance can simultaneously convey humor, irony, sarcasm, and implied meaning.

Such behavior can frequently be found in podcasts, which are digital audio-visual programs distributed through online platforms (Phillips, 2017, as cited in Basuki 2024), where spontaneity and entertainment frequently take precedence over directness and clarity. Podcasts often take the form of interviews, in which a host poses questions, and a guest responds, creating natural opportunities for indirect, exaggerated, or evasive language. These instances of flouting generate conversational implicature, which means that is conveyed not through literal words, but through what is implied in context (Fadilah et al., 2024).

One of the figures in this space is Deddy Corbuzier, an Indonesian podcaster whose YouTube channel has accumulated over 25 million subscribers. His show, *Close the Door*, features guests from a wide range of backgrounds discussing current issues and personal experiences. His direct and sometimes confrontational interviewing style frequently pushes guests to respond in pragmatically interesting ways.

This is particularly evident in an episode featuring Bobby Saputra, a fictional persona created and performed by content creator Ben Sumadiwiria, also known as “supercoolben”, who is presented as a Chinese-Indonesian billionaire whose father is purportedly the seventh richest man in Asia (Tan, 2024). Rather than conforming to the expectations of a cooperative interlocutor, his responses are characterized by excessive information, exaggerated claims, and deliberately ambiguous language, as reflected in statements such as “it looks a little bit like a Digimap store, but a little cheaper” and “too many numbers for your head,” making the interaction an exceptionally rich site for pragmatic analysis.

Repeated instances of maxim flouting may also serve a wider social function beyond simply generating humor and conversational implicature. This intentional use of language can influence the way speakers come across to their audience. However, the present study focuses specifically on identifying the types of maxim flouting that occur and the conversational implicatures that are produced through them. Personal branding, which refers to how a person deliberately shapes the

way others perceive them (Avery & Greenwald, as cited in Cote, 2024) is acknowledged as a possible outcome but is not the central concern of this study.

To provide a foundation for this research, the five studies reviewed below were selected based on their direct relevance to the analysis of Gricean maxims. The first study was a journal article by Sirait et al. (2026) entitled *“Flouting of Gricean Maxims and Conversational Implicature in the Podcast Rio Meets Cristiano Ronaldo.”* Using a qualitative descriptive method, the researchers transcribed a 42-minute YouTube podcast interview and identified nine utterances containing conversational implicatures, in which the Maxims of Quality and Quantity were found to be flouted more often than the other maxims. The study concluded that conversational implicature played a crucial role in meaning construction within media discourse involving public figures, a premise that directly informed the choice of data source in the present study.

The second study Hadi & Isa (2023) a journal article entitled *“Analysis of Flouting Grice’s Conversational Maxims by Syed Saddiq in a Podcast Interview,”* which shifted attention toward political discourse. Using content analysis, the researchers transcribed a 37-minute podcast interview featuring Malaysian politician Syed Saddiq. The findings revealed 29 instances of maxim flouting distributed across all four maxims, with the Maxim of Quantity ranking highest in frequency at 34%.

The study concluded that flouting maxims in political podcast discourse functioned as a strategic communication tool that influenced public opinion. While both Sirait et al. (2026) and Hadi and Isa (2023) examined maxim flouting within podcast settings, the latter demonstrated that such departures from Gricean norms could serve deliberate communicative purposes beyond mere spontaneity. This finding resonated with the present study’s interest in examining maxim flouting as an intentional communicative strategy.

The third study is a journal article by Abi et al. (2025) entitled *“Pragmatic Analysis of Flouting Grice’s Maxims in Indonesian and US Presidential Debates,”* which examined flouting within formal political discourse. Using a qualitative descriptive approach, the researchers analyzed transcripts from the

2024 presidential debates in Indonesia and the United States and found 20 cases of maxim flouting. The results showed that the Maxims of Quantity and Relevance were the two most frequently flouted maxims throughout the debates.

The findings suggested that the candidates deliberately flouted these maxims as a communicative strategy to shape public perception, avoid challenging issues, and maintain a favorable political image. Compared to the studies by Sirait et al. (2026) and Hadi and Isa (2023), this study was conducted in a more formally structured communicative setting. Nevertheless, it reinforced the broader finding that speakers might intentionally flout maxims to achieve particular communicative effects, which was also observed in Bobby Saputra's responses.

The fourth study is a thesis by Aditya (2024) entitled "*Pematuhan dan Pelanggaran Prinsip Kerja Sama Grice dalam Percakapan 'Podcast' Deddy Corbuzier bersama Dokter Tirta.*" Using a descriptive qualitative design, the researcher identified 12 violations dominated by the Maxim of Quantity and concluded that the conversation remained smooth despite these violations due to the flexible nature of Indonesian communication culture. This study was the most directly comparable to the present research because both examined conversations within the same podcast channel. However, Aditya examined maxim compliance and violation broadly, whereas the present study focused specifically on flouting as performed by Bobby Saputra.

The fifth study is an undergraduate thesis by Fatimuzahra (2019) entitled "*The Violation of Cooperative Principles in 22 Minutes with Billie Joe Armstrong Interview on CBS New York.*" Employing a qualitative descriptive method, the researcher analyzed the interview transcript between Billie Joe Armstrong and Brigitte Quinn and identified 30 instances of maxim violation, with the Maxim of Quantity being the most frequently violated. The study concluded that these violations functioned to convey underlying meanings within utterances and to facilitate a deeper understanding of the speakers' communicative intentions. It is worth noting that this study specifically examined maxim violation rather than flouting, which distinguished it from the other studies reviewed here.

Nevertheless, unlike the podcast-based studies reviewed above, this study drew its data from a television interview setting, which tended to be more scripted and formally mediated. Its emphasis on the communicative purposes underlying maxim non-observance provides a relevant analytical perspective for the present study. Specifically, it supports the analysis of the intentionality behind Bobby Saputra's flouting of Gricean maxims.

The five studies collectively demonstrate that Gricean maxim non-observance has been examined across podcast interviews (Sirait et al., 2026; Hadi & Isa, 2023), political debates (Abi et al., 2025), and television interviews (Fatimuzahra, 2019), yet they differ considerably in data source, speaker background, and communicative purpose. Among them, Aditya (2024) serves as the closest point of reference because both studies examine Deddy Corbuzier's podcast. Nevertheless, none of these studies examines the flouting of Gricean maxims in a podcast interview featuring Bobby Saputra.

Therefore, this study addresses the identified research gap by identifying the types of maxims flouted by Bobby Saputra in his responses during the interview with Deddy Corbuzier on the *Close the Door* podcast and by examining the conversational implicatures that arise from those instances of maxim flouting. Through this analysis, the study seeks to explain how maxim flouting functions as a communicative strategy to convey implied meanings and achieve particular communicative purposes in the interview. These objectives are reflected in the research questions presented in the following section.

1.2 Research Questions

Based on the background above, this study investigates the phenomenon of maxim flouting found in Bobby Saputra's responses during his interview with Deddy Corbuzier on the *Close the Door* podcast episode 897. Two research questions are addressed:

1. What types of maxims are flouted by Bobby Saputra's responses during the interview with Deddy Corbuzier on the *Close the Door* podcast?

2. How do conversational implicatures arise from the flouting of those maxims in Bobby Saputra's responses during the interview with Deddy Corbuzier on the *Close the Door* podcast?

1.3 Research Objectives

In accordance with the research questions outlined above, this study aims to achieve the following objectives:

1. To identify the types of maxims flouted in Bobby Saputra's responses during his interview with Deddy Corbuzier on the *Close the Door* podcast.
2. To describe the conversational implicatures generated through the flouting of those maxims in Bobby Saputra's responses during his interview with Deddy Corbuzier on the *Close the Door* podcast.

1.4 Research Significance

Theoretically, this research is expected to enhance pragmatic studies by examining Grice's (1975) Cooperative Principle, the phenomenon of maxim flouting, and how conversational implicatures are produced within real, naturally occurring spoken interactions. Practically, this research may benefit students and researchers by serving as a reference for studies on maxim flouting in informal spoken discourse. For general readers, it may raise awareness that meaning in everyday communication is not always expressed directly but can be conveyed implicitly through the way speakers use language.

1.5 Definition of Key Terms

To ensure clarity and avoid ambiguity, the key terms used in this research are defined as follows:

- 1) Maxims: Maxims refer to the four basic principles of conversation introduced by H. Paul Grice (1975), namely the Maxims of Quality, Quantity, Relation, and Manner, which function as guidelines for effective and cooperative communication.

- 2) Flouting Maxims: The condition in which a speaker openly fails to observe a maxim, not to mislead the listener, but to convey an implied meaning that the listener is expected to recognize. Such non-observance is performed intentionally and transparently.
- 3) Podcast: A digital audio or audiovisual program that can be streamed or downloaded through online platforms. Within the context of this study, the term is used to refer specifically to episode 897 of the *Close the Door* podcast, which was uploaded to Deddy Corbuzier's YouTube channel.
- 4) Interview: According to the Badan Pengembangan dan Pembinaan Bahasa (2016), an interview is a question-and-answer activity conducted to obtain information or opinions on a particular matter. In this study, it refers to the interaction between Deddy Corbuzier and Bobby Saputra in the selected podcast episode.
- 5) Deddy Corbuzier: An Indonesian YouTuber, presenter, mentalist, and actor who serves as the interviewer and host in the selected podcast episode.
- 6) Bobby Saputra: The stage name of Ben Sumadiwiria, an Indonesian content creator who appears as the interviewee in the selected podcast episode.



1.6 Conceptual Framework

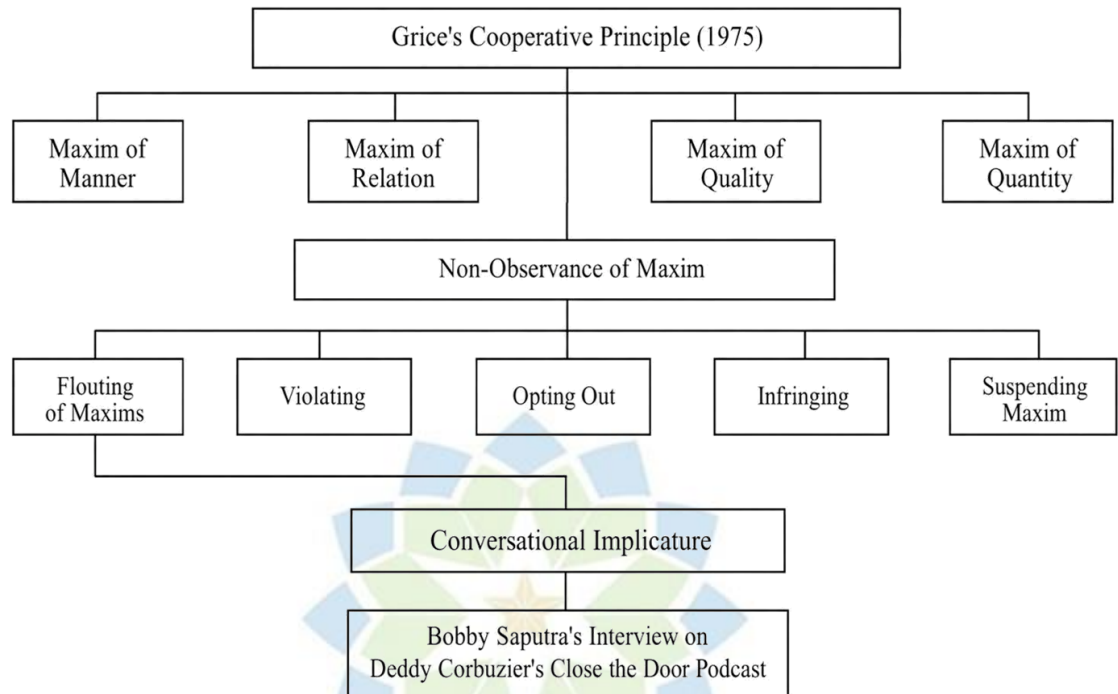


Figure 1. 1 Theoretical Framework of the Study