

CHAPTER I

INTRODUCTION

This chapter presents the background for conducting this research. This includes a background description, which deals with the issue, research problem, research objective, research significance, and the definition of key terms.

1.1 Research Background

In the current era, communication has experienced development and wide dissemination. In pragmatics, the primary purpose of communication is considered to be the exchange of information. However, in exchanging information, humans are required to cooperate so that the conversation goes well, therefore a philosopher, H.P Grice, proposes a set of conversational principles, namely the cooperative principle, which consists of four pragmatic subprinciples (Grice in Pradani & Sembodo, 2020: 224).

The cooperative principle above is related to the theory of maxims. In the cooperative principle, there are rules commonly referred to as maxims, which means linguistic principles in lingual interaction that regulate actions, language use, and interpretation of listeners' actions and utterances (Pradani & Sembodo, 2020). There are maxims of quantity, to ensure that the information is no more and no less than needed. The second is the maxim of quality to ensure that the information is accurate and can be proven. The third is the maxim of relation which is the relation of the topic of conversation with the information. The fourth is a maxim of manner so that the information is not ambiguous.

However, all conversations do not comply with the cooperative principle. Some conversations do not fulfill the maxims, as in this study which focuses on the maxim violation. Maxim violation is a situation where the speaker does not fulfill or comply with the four sub-maxims. When the cooperative principle is violated, the role of context becomes important in creating meaning (Pradani & Sembodo, 2020: 224). Grice (1975:49) uses the term maxim violation as an act of disobeying a maxim in which the speaker is unobtrusive. It means that the speaker commits a violation by letting the listener know the utterance conveyed only, without expecting the listener to know the true meaning because the speaker has a purpose or reason for committing the violation. Supported by Khosravizadeh & Sadehvandi's statement (2011: 122), speakers who violate maxims deliberately do not comply with the maxims to cause misunderstanding in their interlocutors to achieve certain goals.

Maxim violation can occur in the communication process through various media such as dramas, movies, talk shows, debates, and others (Emidar, 2021: 268-269). Since the digital era in Indonesia is currently dominated by the millennial generation or students who are characterized by digital technology (Badan Pusat Statistik, 2018: 18), the use of mass media as a modern communication is more prevalent, one of which is through YouTube (Izar, Nasution, & et.al, 2021: 25). According to David in Izar, Nasution, & et al (2021: 25), Youtube has become one of the most popular video-based social media in recent years, with billions of users. Through this popularity, people can easily watch various types of videos according to the topic of interest.

One type of video on YouTube that offers a variety of topics is podcasts. These topics include; comedy, lifestyle, education, health, confessions, pep talks, motivation, and others (Lavircana, 2020: 5-6). Podcasts have become the latest phenomenon in talk shows today (Izar, Nasution, & et.al, 2021: 25). Based on data from Google Trends as of December 13-19, 2020 worldwide, the popularity of podcasts when compared to vlogs is 76:9 percent, superior to podcasts. Therefore, podcasts can be analyzed in depth to understand how the interaction between speakers in podcasts (re)creates a certain reality (Tarmawan, Rusdiyana, & et al., 2021: 1-2).

One of a podcast is available on the Jay Shetty Podcast YouTube channel which comes from the name of the channel owner himself, Jay Shetty. According to his personal Instagram bio, he is a New York Times Bestselling Author. This channel is considered suitable to be the object of research because it contains many thoughts from speakers who come from various positions, such as doctors, billionaires, entrepreneurs, singers, and actors. One of the guest stars is actor Tom Holland. Tom's acting job requires him to be good at speaking and imitating the language of the character played in the movie so that it might affect the way Tom communicates with Jay in the podcast, which is related to the topic of this study.

This study focuses on what types of maxim violation because the analysis of maxims using the Jay Shetty Podcast object is still limited. In addition, in podcasts, most podcasters ask a lot of questions to guests which causes a lot of interaction so that both parties are involved and contribute to achieving harmonious

communication. This study also aims to mention the functions for the maxim violation that occurs in the podcast.

There were studies related to the issues similar to this study. The first study by Gandhi & Setyawan (2022) entitled “An Analysis of Cooperative Principle Used in Joe Rogan’s Podcast” aimed to find the types of flouted and violated maxim used in Joe Rogan's podcast. The data used were the dialogues in a podcast of Joe Rogan Experience #1470 Episode Elon Musk using Grice’s (1975) theory. The results showed that there were 8 flouting of maxim of quality, 3 violations of maxim of quality, 26 flouting maxim of quantity, 24 violations maxim of quantity, 33 flouting maxim of relevance, 15 maxim violation of relevance, and 10 flouting maxim of manner, and 9 maxim violation of manner.

The second study by Emidar (2021) entitled “The Principle of Cooperation in the Healthy Hacks ID Podcast on the Episode “Antigen SWAB or PCR SWAB?” and Its Implications in Learning to Interview” aimed to describe a cooperative principle. The data used were the interviewer and interviewee utterances in the episode “Antigen SWAB or PCR SWAB” on the Healthy Hacks ID Podcast using Grice's (1975) theory. The results mentioned that the cooperative principle in the Healthy Hacks ID Podcast consisted of the maxim of quantity, maxim of quality, maxim of relation, and maxim of manner.

The third study by Zebua, Rukmini, & Saleh (2017) entitled “The Violation and Flouting of Cooperative Principles in the Ellen Degeneres Talk Show” aimed to investigate the violation and flouting of quantity maxims, quality maxims,

relevance maxims, manner maxims used by male and female participants in the Ellen DegeneresTalkshow. The data used were the utterances of sixteen guest stars which was divided into eight male and eight female using Grice's (1975) theory. The result showed that the male participants mostly did the flouting rather than violating. The quantity maxim was dominantly flouted by male participants.

The fourth study by Albiansyah, Hidayat, & Alek (2021) entitled "An Analysis of Maxims Violation Acted by the Main Character in the Tilik Short Film" aimed to describe the phenomena of maxim violation by Bu Tejo and Yu Ning was the main characters in one of the Indonesian short films, 'Tilik'. The data used were the transcriptions of the 'Tilik' short film using Grice's theory. The result showed that ten utterances were found and categorized into four kinds of maxim violations: quantity, quality, relevance, and manner, with violation maxim of quantity and quality as the highest violations. Several implicatures emerged in this study, such as ensuring the hearer, award astonishment, taking for concern, and evading the problem.

Based on the explanation described above, the difference with the previous study is the use of object, podcasts, because not many have examined the maxim violation in podcasts. Another reason is that the content of podcast about Mental Health relates to millennials, thus strengthening the appeal of podcast videos on Jay's YouTube channel and give motivation to people who experience similar things. For the reasons above, the title "The Maxim Violation of the Cooperative Principle on Jay Shetty Podcast Youtube Channel with Tom Holland as a Guest" was generated for this study.

1.2 Statements of Problem

The cooperative principle is a rule of conversation that explains how to communicate effectively in common social situations. It describes how speakers and interlocutors act cooperatively and accept each other to understand in a certain way (Grice, 1975: 45). In a conversation, it is very important because it might be create misunderstandings that lead to the maxim violation. In Jay Shetty and Tom Holland's podcast, this might be happen. This study focuses on the maxim violation in Jay Shetty Podcast Youtube Channel with Tom Holland as a Guest with the following research questions:

1. What the types of maxim violation are available on the Jay Shetty Podcast Youtube Channel Talking with Tom Holland?
2. How the functions of maxim violation are available on the Jay Shetty Podcast Youtube Channel Talking with Tom Holland?

1.3 Research Objective

In accordance with the research question above, research objective can be outlined as follows:

1. To identify the types of maxim violation available on the Jay Shetty Podcast Youtube Channel Talking with Tom Holland
2. To explain the functions of maxim violation on the Jay Shetty Podcast Youtube Channel Talking with Tom Holland

1.4 Research Significance

Based on the explanation of the research background, statement of problems, and research objectives above, this study is expected to help understand linguistic studies, especially pragmatics. The benefits of this study are as follows:

1. Theoretically, this study is expected to provide knowledge about pragmatics, specifically the rules that govern communication between individuals. It focuses on the field of pragmatics study regarding Grice's cooperative principle theory, especially maxim violation. The Cooperative Principle outlines the principles of effective and cooperative communication, emphasizing the importance of working together to convey and understand messages. By studying the maxim violation, people can gain valuable knowledge about the intricate dynamics of conversation and how meaning is conveyed beyond explicit statements.
2. Practically, the results of this study serve as an additional reference for other writers and researchers in the field of pragmatics. This study can provide valuable insights and findings that can be used to further explore the topic and contribute to the existing body of knowledge. Additionally, this study can be utilized as supplementary material for teachers in a Pragmatics course, offering real-life examples and analysis of the cooperative principle and implicature. This can enhance the teaching and learning experience, providing students with practical applications and a deeper understanding of the subject matter. Furthermore, this study also be useful for readers by providing a comprehensive understanding in a pragmatic context.

1.5 Definition of Key Terms

This part provides a brief explanation of key terms related to the topic to prevent misunderstandings in understanding the contents of this study. The following keywords must be understood:

- a. *Pragmatic* is a study of speaker meaning. Pragmatics focuses on examining the meaning conveyed by a speaker or writer and how a listener or reader interprets it. It primarily deals with analyzing the intended meaning behind people's utterances rather than the individual meaning of the words or phrases used (Yule, 1996: 3).
- b. *Cooperative principle* is a basic assumption in a conversation where each speaker is expected to contribute to the conversation process (Yule, 1996: 37).
- c. *Maxim violation* is a situation where speakers do not comply with the of cooperative principle in conversation. Speakers commit violations silently and or let listeners know the utterances conveyed only, without expecting listeners to know the true meaning (Khosravizadeh & Sadehvandi, 2011).
- d. *Maxim* is a general principle or guideline that influences the use of language in conversation, designed to promote clarity, relevance, and efficiency in conversation, ensuring that participants can understand each other in the ongoing conversation.
- e. *Podcasting* is a form of broadcasting that takes place on the World Wide Web, enabling individuals with a computer or digital media device to effortlessly download and listen to various content (Farkas, 2006: 3)

- f. *Jay Shetty Podcast* is a YouTube channel that features conversations in the form of podcasts, with various guest stars from diverse backgrounds, discussing topics such as motivation, wisdom, love, and relationships.

