

# CHAPTER I

## INTRODUCTION

In this chapter, researcher explains the background of this research conducted. This chapter includes a background description related to the object of the research, research questions, research objectives, research significances, definitions of key terms, conceptual framework, and organization of writing.

### 1.1 Background of Problem

Mass media is a communication medium for spreading information to the public, Bungin (2006). Many people depend on various mass media platforms such as newspapers, magazines, television, radio and the internet to receive information. In the current era, mass media has evolved from print media to digital media. Digital media has changed the way information is delivered and accessed by users. One of mass media that is increasingly popular is podcast.

According to Phillips (2017), Podcast is a digital audio visual video that is created and uploaded on an online platform. Podcast refer to the distribution of audio visual video in digital platform. As digital technology develops, podcast transformed from audio to video in it broadcast.

Podcast allows the users to create, present, and distribute audio visual video recordings that can be downloaded or streamed by listeners in digital platform. Podcast have a variety purposes, podcast can be used for entertainment, education, branding or marketing media, podcast can also be a platform for interview. According to Berger (2020), interview is a conversation between interviewer or someone who wants to get information and an informant or someone who is considered to have important information about an object. In general, interview conducted through direct meeting between the interviewer and the interviewee or interview object.

Interview can be structured or unstructured. The structured interview involves pre-prepared questions that are repeated to each interviewee, while the unstructured interview is more flexible and allows the interviewer to adapt the questions to the responses given by the respondent. The most common topics used

as themes in podcast are controversial news that are currently happening. Controversial issues are very attractive to listeners because listeners are naturally attracted to things that create tension, debate, and curiosity. Choosing a controversy that is currently happening as a topic gives the podcast topicality and relevance.

Having current controversy topics allows the podcast to stay connected with an audience that is curious about the latest updates on the controversy. Controversial topics often involve multiple perspectives and approaches. This provides listeners an opportunity to know different points of view and informative interviews.

By having a guest who is currently controversial, the podcast has the opportunity to provide a platform for the guest to give direct clarification on the controversy. This can help listeners to understand the guest's perspective and hear his or her side of the argument. Bringing a controversial guest can give listeners the opportunity to hear both sides of the controversy topic. This can provide a more complete point of view and allow listeners to make a more well-informed interview. The presence of controversial guests often triggers in-depth discussions around the controversy. Bringing a controversial guest also helps to create transparency. If the guest has a mistake or misunderstanding about the controversy, the guest can provide clarification or apologize.

Podcasts are increasingly listened to because a lot of content is wrapped in an interesting way so that listeners are not bored. In this current era, podcasts have collaborated with other media such as YouTube to strengthen the visual side. This collaboration can be better enjoyed by the listeners from both the audio and visual sides.

One of the popular podcasts that exist on YouTube is Deddy Corbuzier's podcast. Deddy Corbuzier is an Indonesian mentalist, presenter, actor, and YouTuber. His YouTube channel has 21.4 million subscribers, the average guest on his podcast is a famous and often controversial guest. Deddy Corbuzier has uploaded many podcasts containing education, morals, politics, health, and many more influential contents that he has uploaded. After being present on Deddy Corbuzier's podcast, many cases or problems from guests are resolved because they

have been clarified on the podcast. Which the case can be resolved because finally the wider audience will know more about the case.

Many relevant guests with controversial news have come to Deddy Corbuzier's podcast. For example, he once invited Otto Hasibuan as Jessica Wongso's lawyer when discussing the Mirna Salihin cyanide death case. In this case, Deddy Corbuzier has also invited Eddy Hiarjej as an expert witness in Jessica Wongso's trial in another video. In another controversial case, Deddy Corbuzier once invited Lola Nadya as one of the miss universe participants in the case of sexual harassment at the miss universe event.

Deddy Corbuzier often talks about controversy news in his podcast. This is one of the characteristics of his podcast which is an attraction for listeners who are interested in hearing Deddy Corbuzier and guest opinion on topics that discussed. Deddy Corbuzier often discusses news or topics that are currently viral or being discussed in social media. This can include various types of news, such as controversies, interesting events, criminal cases, or social issues that are currently happening.

Discussing currently viral news is Deddy Corbuzier's way of making his podcast relevant and interesting to his audience. This also reflects the role of social media in spreading news and topics that are the focus on public attention. One of the topics raised by Deddy Corbuzier is Nuseir Yassin's controversy that calls Bali the whitest island in Asia because many white tourists vacation in Bali and settle in Bali. Nuseir Yassin known as "Nas Daily" is a content creator who often makes videos about different places around the world and tells the stories he finds in those places.

But unfortunately on February 7, 2023, Nuseir Yassin made a slight mistake while making a video about Bali. In the video, Nuseir yassin says that Bali is an island that attracts the world's attention because of its stunning nature, green island, Bali also has the best hotels in the world, affordable food prices for white tourists, and finally he calls Bali the most beautiful island in Asia. However, Indonesian netizens disagree with the mention of Bali as the whitest island in Asia because many white tourists vacation and live in Bali because it feels discrediting Bali, as if

Bali only belongs to white tourists and Nuseir Yassin's description of Bali does not represent the whole of Bali. Many Indonesian netizens commented on the video saying they disagreed with Nuseir Yassin's description about Bali.

Then, on 14 February Nas Daily Nuseir Yassin attended Deddy Corbuzier's podcast, in that podcast Nuseir Yassin clarified his video about Bali. Not only that, he said many things in the podcast. He also told about his background, his religion, how he came to Indonesia, he even told about the key to success in his life. In this video Nuseir Yassin often violates the principle of cooperation and this can make misunderstandings for those who watch the video. The researcher observed that the most non observance happened are flouting and violating cooperative principles. That is the reason researcher is interested in analyzing the violating and flouting cooperative principles of the utterances. This research aims to provide an analysis of violating and flouting cooperative principles in the video, so that the interview can be more easily understood.

Flouting cooperative principle occurs when a speaker intentionally violates the principles of the cooperative principles in a flagrant and obvious manner. They do with the intention to creating implicatures or implied messages. Violating cooperative principle occurs when someone violates one of the cooperative principles in a fairly obvious way, but they not any intention of conveying a hidden message or implicature.

To analyze the flouting and violating cooperative principles requires theories that support to make the research more specific and directed. According to Paul Grice (1975), there are four cooperative principles that form the basis of communication, they are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. There are five non-observance of cooperative principles, they are flouting, violating, suspending, opting out, and infringing. The researcher choose flouting and violating analysis because flouting and violating maxim mostly happened in Deddy Corbuzier and Nuseir Yassin's interview.

Before conducting this research, the researcher provides some previous research to avoid the repetition studies. Most of the previous research related to this current research to this study to explore english utterance structure in different

area. In this section, there are four previous research who conducted with study about Cooperative Principles.

The first, Raisha fatimuzahra (2019) *The Violating Of Cooperative Principles In 22 Minutes With Billie Joe Amstrong Interview On CBS New*, In this research, Raisha Fatimuzahra analyzes the types of cooperation principles that are violated and analyzes how these violating occur. In the analysis of the conversation between Billie Joe Armstrong and Brigitte Quinn, it was found that both participants violated all four of Grice's maxims of cooperative principles. In an effort to make the conversation more engaging and entertaining, the most significant violations were happened in the maxim of quantity, followed by the maxim of relation, the maxim of manner, and finally, the maxim of quality. These violations encompassed unnecessary additions of information, provision of ambiguous or false information, and frequent interruptions between the participants in the conversation.

The second, Alifya Kemaya Sadra (2019) *The Non-Observe Of Cooperative Principle and Its Implicature In American Tv Sitcom friends*, in this research, Alifya Kemaya Sadra identify the types of non-obsevrance of cooperative principles found in the conversations and examine the occurrence of the conversational implicatures in the conversations. The analysis presents a comprehensive examination among characters in "Friends" Season 10 concerning Grice's Cooperative Principle. The Cooperative Principle, rooted in the principles of quantity, quality, relation, and manner, prescribes guidelines for informative, truthful, relevant, and clear communication. However, characters in the series frequently violates these cooperative principles, with sarcasm emerging as a recurring motif.

The exploration outlines five distinct ways in non observance, including flouting maxim, violating maxim, infringement, opting out, and suspending a maxim. The predominant non observed is violating the maxim of quality, marked by sarcasm cues such as self-contradiction and hyperbole. Additionally, the relation and manner maxims are frequently set aside, often for the purpose of avoiding certain topics or conveying sarcasm through repetition and conditional constructs.

Although less common, the characters strategically manipulate the quantity maxim to either enhance or diminish their peers.

In essence, the analysis offers valuable insights of sitcom “Friends,” showcasing how characters navigate, and at times challenge, the principles of Grice’s Cooperative Principle. This research enhances our understanding of the characters’ relational complexities and unique conversational strategies.

The third, Sri Listiana Izar, (2021) *Analysis Of Cooperation Principles Use On Podcast Of Deddy Corbuzier And Nadiem Makarim “Having College Is Not Important*, This research aims to describe the maxims of the Cooperative Principle using Paul Grice's theory (1975) in the conversation between Deddy Corbuzier and Nadiem Makarim with the theme "Lecture is Not Important" and then the violations are classified into politeness strategies using Leech's theory (1983). Based on the podcast between Deddy Corbuzier and Nadiem Makarim discussing “Lectures are Not Important”, it was found that the podcast complied with Paul Grice’s principles of cooperation. These include the provision of relevant information in response to questions, factual statements, clarity in communication, and occasional compliments or politeness. Overall, the conversation between them showed consistent adherence to Grice’s Principles of Cooperation (1975) based on language politeness by Leech (1983).

The fourth, Heva Rostiana (2021) *A Speech Act Analysis Of An Interview Podcast Between Siti Fadilah And Deddy Corbuzier On Youtube*. This research aimed to investigate and analyze the speech acts utterances, especially in illocutionary types happened in an interview podcast between Siti Fadilah and Deddy Corbuzier on YouTube. Based on the analysis of the interview podcast between Siti Fadilah and Deddy Corbuzier on YouTube, the researcher identified five types of illocutionary speech acts, namely assertive, directive, commissive, expressive, and declarative. The distribution of these speech acts in percentage form shows that the majority of speech acts are representative, which is 70.09%. Meanwhile, directive and commissive speech acts amount to 3.73% and 0.93% respectively. Expressive and declarative speech acts are observed at 0.93% and 24.30%.

In previous research, there seems to be no research that focuses on analyzing the purpose of the flouting and violating of the cooperative principles, especially in the interview between Deddy Corbuzier and Nuseir Yassin. Therefore, the researcher is interested in examining the purpose of the flouting and violating of the principle of cooperation that occurred in the interview.

### **1.2 Statement of Problem**

Based on The background of problem, it can be formulated into research questions as follows :

1. What types of flouting and violating maxims are found in Deddy Corbuzier and Nuseir Yassin's interview ?
2. How the purposes of flouting and violating maxim in Deddy Corbuzier and Nuseir Yassin's interview are formed ?

### **1.3 Research Objectives**

The research objective's purpose to answer the two problem statements of this study. The research objectives are stated below:

1. To find the types of flouting and violating maxims are found in Deddy Corbuzier and Nuseir Yassin's interview.
2. To describe the purposes of flouting and violating maxims are found in Deddy Corbuzier and Nuseir Yassin's interview.

### **1.4 Research Significances**

Theoretically, this research is expected to expand reader's knowledge about cooperative principles, especially on non-observance. Non-observance is a situation that cooperative principles are not fully obeyed in an utterance. Understanding non-observance can help in analyzing and interpreting the meaning of utterances used in daily conversation.

Practically, this research contributes to the field of cooperative principles analysis with a focus on non-observance. The results of this research can be a reference for researchers that interested in related research or to deepen understanding of the cooperative principles and non-observance.

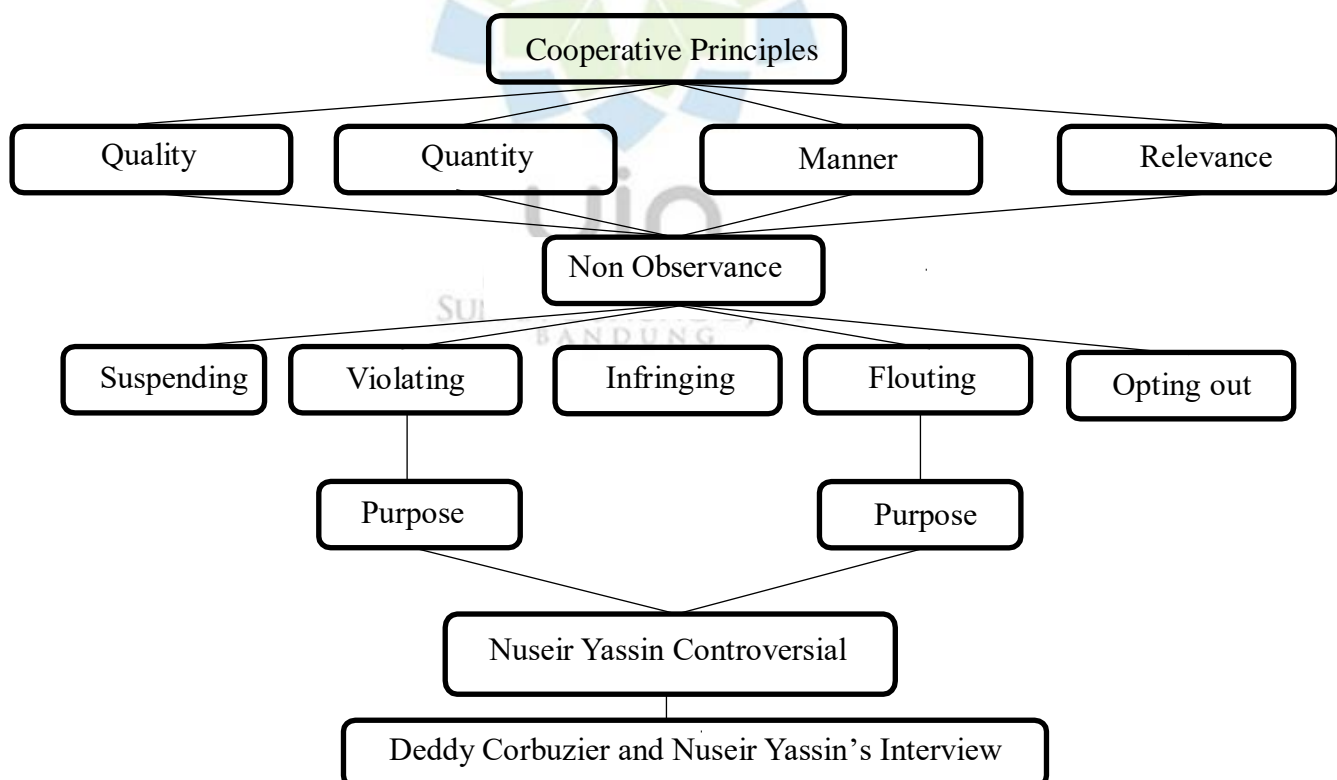
### 1.5 Definition of Key Terms

To formulate and explain the terms of the title to avoid ambiguity in this Research. The definition of key terms as below:

1. *Cooperative Principles* are principles that must obeyed by the speaker in his utterance so his utterance can be understood by the hearer.
2. *Flouting Maxim* occurs when a speaker intentionally violates the principles of the Maxims in a flagrant and obvious manner. They do with the intention of creating implicatures or implied messages.
3. *Violating Maxim* occurs when someone violates one of the maxims in a fairly obvious way, but they not any intention of conveying a hidden message or implicature.

### 1.6 Conceptual Framework

In this research, the researcher built a conceptual framework to visualize the complex dynamics among the concepts used in this research.





## 1.7 Organization of Writing

This research is divided into five chapters as follow:

- Chapter I: **Introduction.** this chapter explains the background of this research conducted. This chapter includes a background description related to the object of the research, research questions, research objectives, research significances, definitions of key terms, conceptual framework, and organization of writing.
- Chapter II: **Theoretical Framework.** This chapter explains the theories used in this research to analyze the types and purposes of floutings and violations of maxims in the Deddy Corbuzier and Nuseir Yassin's interview.
- Chapter III: **Research Method.** this chapter explains the approach utilized in this research, including research design, source of data, sample of data, technique of collecting data, and technique of analyzing data.
- Chapter IV: **Findings and Discussions.** this chapter, the researcher makes an analysis that aims to answer the research questions posed in the first chapter, focusing on identifying the types and purposes of flouting and violating maxims in the interviews of Deddy Corbuzier and Nuseir Yassin.
- Chapter V: **Conclusions and Suggestions.** This chapter explains the conclusions drawn from the data analysis carried out in the previous chapter and suggestions for improving the quality of further research in similar research.