

CHAPTER I

INTRODUCTION

This chapter introduces the research and consists of five parts. The first part explains the background of the study, previous studies, and differences from previous research. The second part contains problem formulation, which includes the underlying questions of this research. The third part is the research objectives, which include the main objectives of this study. The fourth part is the significance of the research, which includes the benefits or advantages of this research. The last part is defining key terms, which includes definitions of key terms in this study.

1.1 Background of the Research

Communication is a human need because humans have social characteristics. According to Barker (2010) communication is the basis of human daily life. In essence, communication is also defined as the activity of receiving and sending information. Communication is a form of instrument for exchanging information between two or even more people. The process of exchanging information can take place well if efficient and appropriate communication methods are used. This communication can take place both between the speaker and the conversation partner if there is mutual understanding regarding the principles of cooperative principles.

Cooperative Principles can be conveyed if someone provide information following the message needed. Grice's (1975) theory in his book with the title *Logic and Conversation* states "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged". The book also explains that there are four types of cooperative principles, namely maxim of quantity, maxim of quality, maxim of relations, and maxim of manner. Maxim of Quantity occurs if information is conveyed without exceeding the required limits, so it must be sufficient. Then, the Maxim of Quality occurs when the information matches the facts. Furthermore, it is said that the Maxim of Relation occurs if conversations are interrelated and

must be related based on the topic. Lastly, the Maxim of Manner occurs the delivery of information that is not vague or ambiguous so it must be clear.

Humans in general certainly do not always apply the cooperative principle when communicating, this could happen intentionally or unintentionally. So, the conversation feels inefficient, this phenomenon falls under the Non-Cooperative Principles.

Cooperative and non-cooperative principles in communication in this modern era can of course happen anywhere, as on the social media YouTube. YouTube is a popular application that is used to watch anything you want to search for and can even create your videos. Various content is available on YouTube such as short films, advertisements, vlogs, podcasts, and other contents. Therefore, researchers prefer YouTube because it does not require a lot of money, is easy to apply, and can be watched anytime and anywhere.

Recently, Indonesia has provided a lot of extraordinary innovation and creativity, such as the emergence of podcast shows. A podcast is a combination of two words, namely 'iPod' and 'broadcasting', which contain video or audio and then published on the internet according to Stanley (2006) Podcasts are one way of communication that humans use when interacting.

Zach Sang Show is one of the YouTube Podcasts hosted by an American radio DJ named Zach Sang. YouTube is a one-part online media platform that contains many videos that people deliberately make for use as content (Cahyana, 2020). This podcast has been around since 2012, but initially, it was called Zach Sang and The Gang, which was then changed to Zach Sang Show in March 2016. This podcast is presented with a fun atmosphere and invites many of the world's top stars with various inspiring stories. Zach Sang is a radio announcer from the US and is the host of various pop culture shows. Zach Sang is also with Dan as a co-host in this podcast.

Throughout his career on the Zach Sang Show, Zach Sang has interviewed many top celebrities such as Ariana Grande, Justin Bieber, and other celebrities by discussing various interesting topics and interspersed with a few jokes so that the conversation is not so formal because the Zach Sang Show podcast is presented in

a relaxed style in his podcast but very inspiring. However, the podcast produces various unique events that are good to analyze, such as how the cooperative principle and non-cooperative principles also occurred in the Zach Sang Show podcast.

The episode where the guest stars was Lay Zhang. Lay Zhang or Zhang Yixing is a multitalented person who comes from China, then his career began to peak when he became an idol in the Korean group EXO under SM Entertainment. However, he joined the entertainment industry when Lay was little a kid where he was an actor. His career continues to shine to this day, and Lay is even the CEO of an entertainment company in China.

Therefore, the researcher is interested in analyzing Zach Sang Show Podcast on November 29, 2022 edition with guest star Lay Zhang with the title “Lay Zhang; West, EXO, Acting, Running His Own Company & More”.

This episode was chosen because the topic discussed is very inspiring, where someone has achieved international success, has a career at the very young age of 6 years, and is already involved in the world of acting and music and even dancing. Lay is very multitalented. However, during the interview with Lay Zhang it was relatively stable so that the serious atmosphere and joking interludes that emerged were sometimes quite difficult to digest so that Non-Cooperative appeared more often due to his background as a public figure and his language limitations as well.

Therefore, the author has an interest in studying the podcast further. This research uses the cooperative and non-cooperative principles of Paul Grice (1975), to analyze the use of cooperative and non-cooperative principles expressed by speakers and their interlocutors.

The difference between this research and previous research is the discussion about the types of cooperative principles and non-cooperative principles. In the research conducted by the researchers, they only analyzed one principle, namely the cooperative principle or the non-cooperative principle. However, in this research, there are both principles. The next difference, of course, is the object used, namely the podcast. Podcasts are rarely found in previous research. Based on this,

in this study, the focus of the research discussion is on cooperative principles and non-cooperative principles used by speakers and interlocutors in the selected Zach Sang Show podcasts using Grice Paul's theory by analyzing the types and Application of cooperative and non-cooperative principles.

1.2 Statement of Problem

As a public figure, Lay Zhang must consider various aspects of his communication, such as public image, audience response, and social context. This means that his communication is not entirely free and is often governed by certain norms and expectations. By applying Grice's theory of Cooperative and Non-Cooperative Principles, this research can analyze how Lay Zhang communicates effectively, when and why he might choose to violate cooperative principles, and how the use of these principles influences the audience's understanding and perception of his communication. Based on the Statement of problems and Baground of problem can be formulated into the research questions as follows:

1. What are the types of cooperative and non-cooperative principles used in Zach Sang Show podcast: episode Lay Zhang?
2. How are the interpret cooperative and non-cooperative principles used in Zach Sang Show podcast: episode Lay Zhang?

1.3 Research Purpose

Based on the formulation of the research question above, the researcher is intended:

1. To Identify the types of cooperative and non-cooperative principles used in Zach Sang Show podcast: Episode Lay Zhang.
2. To explain how to interpret cooperative and non-cooperative use in Zach Sang Show podcast: Episode Lay Zhang.

1.4 Research Significances

Researcher anticipated that the findings of this research will be valuable and useful in increasing our understanding of cooperative and non-cooperative principles, both in theory and practice.

Theoretically, this research aims to be able to provide various insights and information from the resource person who carried out cooperative principles and non-cooperative principles in the interview at the Zach Sang Show. In addition to this, this research contributes to providing further insight to the reader regarding the types of cooperative and non-cooperative principles in daily conversations and that are carried out by someone in answering daily questions. Researchers have great hopes for this research so that it can be an illustration for those who have the same interest regarding the types of cooperative principles and non-cooperative principle

Practically, this research aims to be able to become teaching material for lecturers, teachers, etc. Then, the researcher can help the reader in understanding cooperative principles and non-cooperative principles in the conversation, this is because some people do not understand how to communicate effectively and efficiently. Therefore, the reader will find out how a person communicates what should be like in this research

1.5 Previous Research

In addition, there are also previous studies related to the analysis of Cooperative and Non-Cooperative principles, namely there are several studies that analysed this matter. Each research uses a different point of view and uses, has a different object, and the theories used are different in presenting the topic. There are five previous studies related to research that have been written by researchers and below are five previous studies.

The first study was conducted by Sabira (2020). The title of the research is “The Non-Cooperative Sadian Pragmatics Principle in Communication”. The research purpose is based on the Cooperative Principle elaborated by Herbert Paul Grice which obeys the four maxims of conversation and the result This study is based on introspection rather than data with theoretical research work based on

Grice's Cooperative Principle, then forwarding illustrations from daily conversations.

The second study was conducted by Ambalegin (2021). The title of the research is "Non-Observance Maxims in "Sonic The Hedgehog" movie". This research uses Grice's theory of cooperative principles, where a person's conversation tends to disobey maxims because of the specific character he presents in this film. For example, the character Wade tends to violate maxims because he is a police character who experiences cognitive disorders.

The third study was conducted by Saghebi (2014). The title of the research is "The Violation of Cooperative Principles and Four Maxims in Iranian Psychological Consultation" Journal by Sobhani. This research investigates the procedures for understanding cooperative and non-cooperative principles in a real psychological consultation in Iran. The data source was taken from recorded conversations between psychotherapists and their patients during therapy sessions.

The next study was conducted by Aulia (2014). The title of the research is "Opting Out of Grice and Maxim's Analysis in The Red Shoes and The Seven Dwarfs Movie" This research focuses on opting out of these principles. The research method used is content analysis. Data sources were taken from the films "The Red Shoes and The Seven Dwarfs".

The last study was conducted by Izar (2021). The title of the research is "The Analysis of Cooperation Principles Use on Podcast of Deddy Corbuzier and Nadiem Makarim "Having College is Not Important" The results of the research found 9 data consisting of 2 maxims of quantity, 1 maxim of quality, 4 maxims of relevance, and 2 maxims of manner.

1.6 Definition of Key Terms

To clarify the key terms that are being used in this research, some definitions are put forward:

- A. **Pragmatics** is the study of contextual meaning (Yule, 1996). This science must involve the interpretation of what the speaker is referring to in a specific framework and how that framework influences what is said.

- B. **Cooperative Principles** are basic hypothesis in conversation by trying to behave within reasonable limits during the conversation (Saghebi, 2014).
- C. **Non-cooperative Principles** are condition where a conversation feels inefficient (Saghebi, 2014).

Podcast is a combination of two words, namely 'iPod' and 'broadcasting', which contain video or audio and then published it on the internet according to (Stanley, 2006). Podcasts are one of the activities carried out by humans as social creatures to interact, especially exchanging information by communicating.



1.7 Conceptual Framework

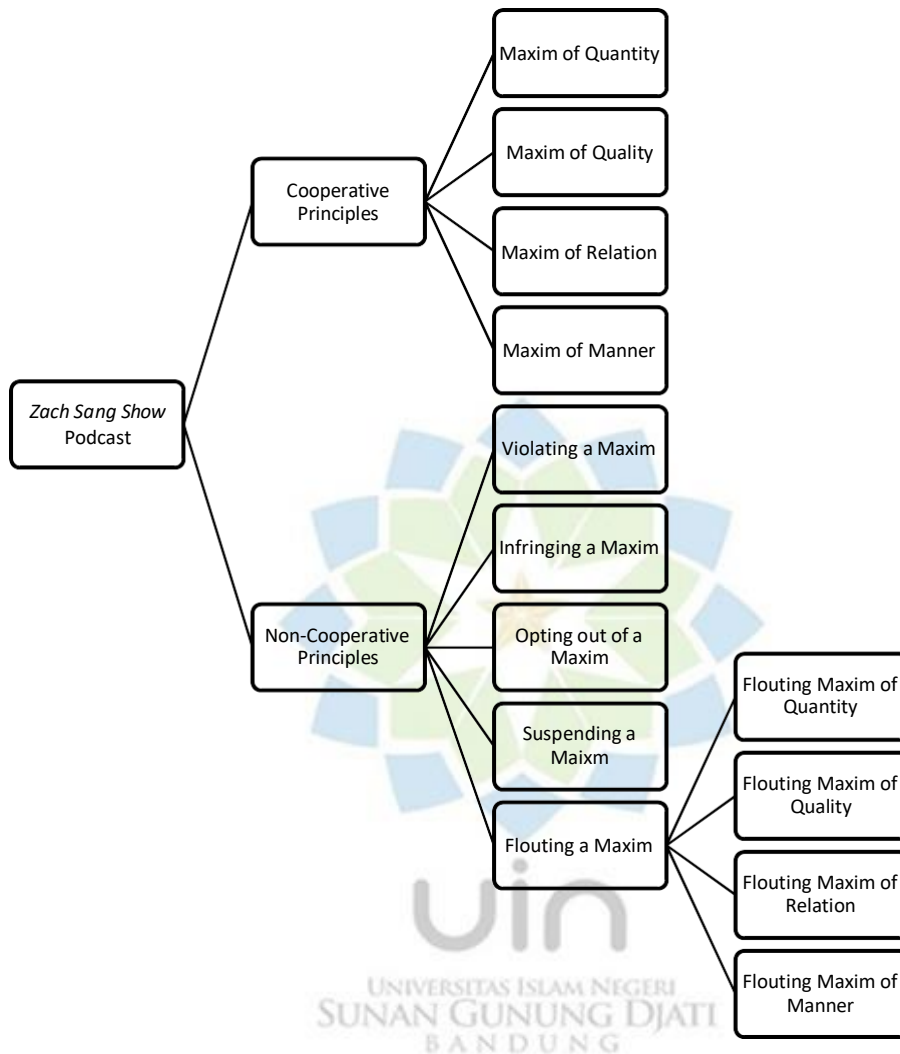


Figure 1 Framework of Thinking

In the context of the Zach Sang Show, the application of cooperative principles and non-cooperative principles plays an important role in the conversational dynamics between hosts and their guests. These principles, introduced by Paul Grice in pragmatic theory, form the foundation for effective and efficient communication in all forms of verbal interaction, including podcasts. In the Zach Sang Show, the principle of cooperation is seen in various aspect (Rahmah, 2022). Hosts and guests work together to maintain a cohesive and

informative flow of conversation. They try to support each other in conveying ideas, thoughts or stories, so that the audience can follow the topics discussed well. The presence of the principle of quantity helps in providing enough information, without too much or too little, resulting in a balanced conversation that is not too dense or lacking in information.

The principle of quality is also seen in efforts to convey information that is correct and based on existing facts. Hosts and guests on the Zach Sang Show often offer deep insight into personal experiences, the music industry, or social issues, supported by evidence or first-hand experience. This helps build trust with the audience and maintain credibility in the context of a podcast supported by many fans and followers. Podcasts can also show situations where the principle of non-cooperation arises. This may occur when there is ambiguity in communication, a lack of relevance in questions or responses, or tension that may arise between the host and guests (Ismiyatin, 2022). In situations like these, the flow of conversation can be disrupted, and this can affect the dynamics of the interaction between the host and guests, as well as the audience's listening experience.

In podcast episodes like The Zach Sang Show, humor or obscure references can sometimes confuse listeners, showing a lapse in the principles of cooperation, which aim for clarity and understanding in communication. Additionally, non-cooperative dynamics, such as unspoken tension or differing opinions between the host and guest, can make conversations feel less structured and comfortable. Despite these challenges, understanding and applying the principles of cooperation can enhance the podcast's quality, fostering better connections between hosts, guests, and listeners, and creating a more engaging listening experience.