

CHAPTER I

INTRODUCTION

This chapter presents some subchapters, there are of background of the study, statement of research problems, objective of the study, significances of the study, scopes and limitations of the study. All chapters are important to be discussed as the introduction of study. The following are descriptions of those sub chapters.

Background of Study

Language is a means of communication between one person and another. As social creatures, people cannot live without interacting with others. Communication is very important for people to interact with other, the imparting, conveying, exchanging ideas, and providing information, such as with a friend, family, and partner of work. Communication and language are two things that are related to each other. It cannot be separated. As a social being, communication is absolutely necessary for a human being to be able to continue his life. Humans will not be separated from a communication such as talking, gossiping or chatting with others. They communicate both in written and spoken language. Communication will be effective if both of them understand each other's meaning. Language is also used to convey messages to other people. The message can be received by the interlocutor and does not cause a different understanding, so the ability and speaking skills are needed.

Some of the linguistic phenomena referred to by the researcher are the use of the wrong speech with a specific purpose. Sometimes speakers make mistakes in speaking which the error has a specific purpose, it can be intentional or unintentional. This phenomenon is called as flouting of maxims. For that, in a conversation required cooperation between the speaker and the listener.

Grice (1975) has four rules of cooperation in conversation, the speaker needs set of the rules. They are rules of maxims of quantity, maxims of quality, maxims of relevance, and maxims of manner.

In daily conversation, many people ignore the rules of maxims. They often tell lies, give too much or little information, or sometimes become ambiguous and give irrelevant information. These are called flouting the maxims. The conversation can fail between speaker and listener and misunderstand each other. A speaker who violates the maxims results in the listener not knowing the truth and only understand the superficial meaning of the speaker's words. For example, if Diana asks Anne "Where is your mother?" And Anne answered Diana's question "bedroom or kitchen", Anne did not provide as much information as Diana would have liked about her mother's exact location. Conversations can be found in writing such as talk shows or interviews on television.

In addition to adhering to the principle of cooperation, sometimes they flout the principle of cooperation, which is often the issue being discussed is irrelevant, does not match the existing facts, is ambiguous, and the information seems redundant. If there is a deviation, there are certain implications that the speaker wants to achieve. The principle of cooperation needs to be carried out by speakers and speech partners so that the communication process runs smoothly. However, if there is a deviation, there are certain implications that the speaker wants to achieve. If the implication does not exist, then the speaker concerned does not cooperate or is not cooperative.

Nowadays, communication is no longer done with the conventional way due to the development of science and technology, massive communication is carried out using social media. Based on *Data Reportal*, there were 204.7 million internet users in the country as of January 2022. Reported from the *Datareportal* page YouTube had 139.0 million users in Indonesia at the beginning of 2022. This figure means that the reach of YouTube ads in 2022 is equivalent to 50.0% of the total population of Indonesia at the beginning of the year. As an illustration, YouTube advertising reached 67.9% of the total Indonesian internet user base (regardless of age) in January 2022. One of the social media that has a big impact on human life and is in great demand is YouTube. YouTube social media is one of the audio-visual communication media whose broadcasts are in the form of sound

and moving images so that a message can be easily captured or accepted by the audience. Apart from providing entertainment, YouTube also provides a lot of knowledge for its viewers. On YouTube, users can easily search, watch various videos for free. In general, the videos on YouTube are music, movies, television shows, podcasts, etc. One of them is Deddy Corbuzier's YouTube podcast channel.

Podcasts are a proven medium for several years and are currently moving towards a period of credibility, stability, and maturity. Podcasts are actually very popular in the United States and several other countries. However, in Indonesia, the popularity of podcasts is not as high as on-demand media such as music and videos. However, recently podcasts are gaining tremendous traction. Podcasts have a broad genre, namely entertainment, technology, education, and lifestyle. Podcasts are carried out by at least two or more people who discuss selected topics.

In this study, Deddy Corbuzier's podcast was chose as the object of study. This podcast has 15.8 million subscribers as of October 2021. This podcast is not an interview concept but a story and discussion. The topics discussed in this podcast include politics, lifestyle, education, etc.

The reason for choosing the flouting maxim is because first, the researcher finds utterances between the speaker and the speech partner that are not in accordance with the principle of cooperation, in this case the utterances that have an excessive portion of the answer, utterances that are not in accordance with the existing reality, utterances that are not appropriate. With the topic of conversation and the researcher also found utterances that seemed ambiguous and unclear. Second, so that we can know how to speak effectively and correctly according to the principle, because often these maxims are violated with the intention of showing politeness of speech. Third, the success of the communication process depends on the application of maxims or the principle of cooperation between the speech participants. Fourth, in communicating verbally and non-verbally, there are often violations of maxims, both intentional and unintentional. The correct

maxims or cooperative principles should always be applied in language activities, so that the intentions of speakers and speech partners can be conveyed properly. Fifth, to find out the reason for the speaker or speech partner flout the maxim and the intent behind the flouting of the maxim, in this case the speech in Deddy Corbuzier's podcast.

This study was written to describe the flouting of maxims and the reason why the speaker flouted the maxims on the channel YouTube Deddy Corbuzier. This study focuses on the communication that occurs between Deddy Corbuzier and Laura Anna. In addition, the way in which opinions and ideas are conveyed in the podcast greatly influences the audience. Based on the description above, the researcher gave the title of this research according to the object and research material, untitled **An Analysis of Flouting Maxims in Deddy Corbuzier's Podcast.**

Statement of Research Problems

Based on background of the study above, some problems are formulated in this part which are attempted to be discussed and solved in this study. The problems are stated as follows:

1. What are types of flouting maxims in Deddy Corbuzier's podcast?
2. What are strategies of flouting maxims in Deddy Corbuzier's podcast?

Objective of Studies

As stated in research statement above, the objective of the study as follows:

1. To find out types of flouting maxims in Deddy Corbuzier's podcast.
2. To find out the strategies that are used to flout the maxim in Deddy Corbuzier's podcast

The Significances of The Study

Theoretically, this research can contribute to the development of language in the scope of Pragmatics studies, especially regarding the flouting of maxims according to the theory of Grice (1975). In addition, this research can be a reference or additional source for readers who want to analyze similar research.

Practically, by reading this study the readers get a better understanding about the maxims, flouting maxims and also get more explanation about that. Next the readers know and understand about the strategies of flouting of maxims. In addition, this study helps the next researcher to understand flouting maxims in conversation.

The Scope and Limitations

a. Scope

The scope of this study is this research is focused on flouting maxims in Corbuzier's YouTube podcast. The flouting maxims and strategies that were used to flout the maxims will be described in this research. The data are taken from utterances uttered in Corbuzier's podcast. This research is based on the pragmatics view of the Cooperative Principle and it is mostly focused on flouting the Maxims in Corbuzier's podcast.

b. Limitation

The limit of the study is on utterances uttered which is contain flouting maxims in Deddy Corbuzier Podcast used by Deddy and his gueststar. The writer analyses the flouting maxims and the strategies of flouting of maxims.

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