



**THE FLOUTING OF CONVERSATIONAL MAXIMS
IN DEDDY CORBUZIER PODCAST ON YOUTUBE**

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Submitted May; Accepted June; Published August

ABSTRACT

This study was discussed about to investigate the flouting in conversational maxim used by host and guests in Deddy Corbuzier podcast used theory of cooperative principle by Grice. This article was aimed to found how to realization of the flouting maxims in Deddy Corbuzier podcast. This article used Cutting theory to found that strategies to flouting maxims in Deddy Corbuzier podcast. This article applied a qualitative research design method. The data of this research were taken from utterances of the host and guests who flouting maxims. Data was collected using a checklist of three video podcasts by Deddy Corbuzier on the topic of drugs and then analyzed based on the flouting of each maxim. The results have revealed that there are strategies of flouting maxim were realized when speaker using strategies giving too much information, giving too little information, methapor, hyperbole, banter, irony, being obscure, and rhetorical question. And from all of the strategies, the most dominant strategies was namely giving too little information by guest and giving too much information by host.

Keywords: *Conversational Maxims, Flouting Maxims, Podcast, YouTube.*

How to Cite: Putri Indah, S. (2023). The Flouting of Conversational Maxims in Deddy Corbuzier Podcast on Youtube. *Jurnal Linguistik Terapan Pascasarjana Unimed.* 20 (2): 190-197.

ISSN: 2407-7410

INTRODUCTION

Communication is very important in many aspects of life. We can connect with other people through communication. By allowing individuals to comprehend what others are

thinking, communication helps people avoid misunderstandings. It satisfies people's need for social interaction. Communicating effectively also enables us to receive the information from the conversation as well as the things we want. On the other hand, human conversation is not always successfully presented. Occasionally, among the participants, there is deceit, ambiguity, or irrelevant or uninformative speech, leading to uncertainty and even misunderstanding. A communication will be effective if the messages delivered by the speaker are understandable by the hearer. Dornerus (2005, p. 4-8) states that the effective communication occurs when the speaker is able to deliver the message in the utterances and the hearer is able to interpret the meaning of the utterances.

Misunderstanding can occur when the speaker and the interlocutor cannot use the principle of cooperation. This theory is a conversational principle introduced by the philosopher H. Paul Grice (1975), who stated that the principle of cooperation is the opinion that conversation participants usually try to be informative, honest, relevant, and clear. It keeps the unanswered message of spoken language conveyed by the speaker to the listener well. Therefore, flouting maxims is like a speaker blatantly failing to comply with a maxim, not with the intention of deceiving or misleading, but because the speaker wants to encourage the listener to seek meaning that is different from, or in addition to, the meaning expressed (Thomas, 1995: 65).

Because the speaker is not clear in their communication, the phenomenon of flouting inconvenient conversational maxims occurs. And in reality, the speaker is simply trying to get the listener to comprehend the other meaning that they meant to convey, flouting this conversational rule in the process. Not only does flouting of conversational maxims occur frequently in everyday discourse, but it can also happen on talk shows. In the 21st century, Talk shows are not only broadcast on TV; they are also broadcast in programs called podcasts. Podcasts are one of the content creators that is currently attracting a lot of people's interest in watching talk shows on their mobile phones using the Youtube application. Conversation is an act of reciprocity and one of the most common exchanges. Topic nomination, turn, and negotiation of meaning are common features of speech, according to Markee & Kasper (2004). Therefore, researchers are interested in using podcasts as data, and in the last two years, podcasts have become popular for public consumption to see the answers given by sources or guest stars, one of which is the controversy over the conversation that took place in Deddy Corbuzier's podcast regarding the discussion of drug use.

In this case, the research takes the object of the strategies flouting maxims in Deddy Corbuzier's podcast with his guest stars by discussing drug use. It is hoped that the incidents

that are realized and the reasons behind the flouting of conversational maxims committed by guest star and podcast host Deddy Corbuzier with the guest hosts Caezar, Marshel Widiyanto, and finally, Anji on the YouTube channel called "Close the Door" can be identified.

METHODOLOGY

This study was conducted using a descriptive-qualitative research design. Cresswell (2012:16) states that qualitative research explores a problem and provides a detailed understanding of a central phenomenon. This study aims to find out how the flouting maxims of conversation, especially the flouting maxims, are formed during podcasts on the YouTube channel. This study uses the theory of flouting of maxims offered by Grice (1975) to identify the process of structuring flouting in conversational maxims.

The data from this research were utterances made by the host and guests who flouted the maxims in Deddy Corbuzier's podcast on YouTube. This research focuses on the strategies of flouting conversational maxims by Deddy Corbuzier realized in a podcast with a guests star. The authors will explain how the flouting maxims realized by interview in podcast Deddy Corbuzier in the ways they do.

The source of this data was taken from a transcript on the YouTube channel by Deddy Corbuzier, namely "Close the Door," and also a transcript of the dialogue from the guests and host on this podcast. The reasons for selecting the three guests invited to a podcast as data sources are that the three guests were invited by Deddy Corbuzier because of the controversial news phenomenon that accused them of being drug users, but only one guest, namely Anji, was proven to use drugs and had undergone an anti-drug rehabilitation period. Meanwhile, Caezar and Marshel were not proven to have consumed drugs after their clarification on Deddy Corbuzier's podcast.

FINDINGS AND DISCUSSIONS

The research problem-the strategies that realized flouting maxims in podcast Deddy Corbuzier on Youtube chanel namely "Close the Door" from utterances by host and guests were as follows:

1. Giving Too Little Information

Data 1

Deddy : *Oke oke mabuk-mabuk kan pernah mabuk tapi narkoba tidak sama sekali? rokok tidak? judi udah enggak jadi udah enggak? main cewek?*

Marshel : *Main cewek* (Play a gril)

In this data 1, Marshel only answered Deddy's questions with short answers without explaining the meaning of his statement, which said he used to play with women. Thus, there is a flouting maxim of quantity where the speaker provides quite a bit of information without adding other explanations.

2. Giving Too Much Information

Data 2

Caesar: *Pak Deddy pernah nggak merasakan ingin seperti itu?* 'Has Sir Deddy ever had a feeling like that?'

Deddy: *Ya, misalnya gua mau misalnya teler atau mau atau mau apa juga nggak butuh lem Pak kan ada yang lain Pak zaman dulu cimeng masih boleh dulu kan kita Bicaranya masih boleh minuman-minuman yang mengangkat energi boleh itu gitu.*

(Yes, for example, I want, for example, to get high, or what I want, I don't need glue; there is something else. In the past, cimeng was still allowed, right? We were still allowed to drink energy-boosting drinks. It could be like that).

From the data above, it can be seen that Deddy, as the host, answered a question from Caesar about whether he had ever used drugs or glue to feel drunk. However, here Deddy answered the question with a longer explanation than what Caesar wanted as a listener. Thus, Deddy's utterances fall into the strategy of flouting maxims, namely giving too much information because the listener provides too much information than is needed.

3. Hyperbole

Data 3

Deddy: *Iya betul, gak semua yang keringatan nyabu ya.*

(Yes, that's right, not everyone who sweats consumes drugs).

Marshel: *Siapa tahu pori-porinya yang gede?* (Who knows the big pores?)

In the dialogue above, the guest answers the question from Deddy using a strategy of flouting maxims quality, namely hyperbole. Then, Marshel answers 'siapa tahu pori-porinya gede' to create a humor to this dialogue, but this utterance shows flouting maxims from the guest's response. In this conversation, Marshel to exaggerate someone who sweats easily

because he has large pores to refute the societal stigma that all people who sweat easily are drug users, even though it could be a fact like what Marshel said.

4. Changing The Topic

Data 4

Marshel: Aku pengen nanya kamu apa hiburannya?

(I want to ask you about your entertainment)

Deddy: *Gua bilang stress mah pernah gitu ya tapi aku tuh enggak pernah mikirin stress*

(If I said I'm stressed, I'm always feeling stressed, but I never think about stress)

From the data above, Deddy, as the host, did not answer the guest's questions correctly but instead chose to change the topic. Thus, Deddy's statement flouts the maxim of relation with the strategy of changing the topic because Deddy answered how he deals with stress but the guest only asked how he entertained himself. When this flouting occurs, there is a change in the topics that is not related to the topics discussed regarding activities to entertain oneself.

5. Banter

Data 5

Anji: *Kan kita temen mas* 'we're friends, man.

Deddy: *Abis lu goblok lu* 'You are stupid.

From the data above, it can be seen that Deddy directly said that Anji was stupid. Therefore, banter is entirely different from irony in that it is seen as offensive but friendly. Deddy openly called Anji stupid, but here Anji was not angry but laughed because they were already familiar, so he interpreted the banter as a joke.

6. Irony

Data 6

Deddy: *Santai pajak banyak selo*, 'relax, pay my taxes.

Marshel: *Berapa om?* (How much is that?)

Deddy: *sekitar 4M-5M la* 'around 4-5 billion'

Marshel: *Om kalau lihat jalanan bolong apa perasaannya*

(Uncle, when you see the holes in the streets, how do you feel?)

It's can be seen from the conversation above, Marshel gives the statement 'om kalau lihat jalanan bolong apa perasaannya?' to show his response to Deddy about how much money to pay the taxes. Furthermore, this response flouts the maxims in quality because the statement from Marshel does not match the statement from Deddy.

7. Rhetorical Question

Data 7

Deddy : *Ini pertanyaan yang menarik karena anak gua kemarin baru nanya ini ke gua*

(This is an interesting question because my son just asked me this yesterday)

Marshel: *Saya anak kamu bukan?* (I'm your child, right?)

It can be seen from the data above that Marshel said, *Saya anak kamu bukan?* to make a statement regarding whether Deddy Corbuzier considered himself a child or not. thus giving rise to the strategy of flouting maxims, namely the rhetorical question. The rhetorical question contained only one piece of data from the three Deddy Corbuzier video podcasts taken by the researcher. So, this rhetorical question is the strategy that has the lowest percentage among all the strategies for flouting maxims. Furthermore, there are data strategies for flouting maxims contained in the host.

8. Being Ambiguous

Data 8

Anji: *Ketika proses gua di BAP pun gua juga menceritakan.*

(When I was in the BAP process, I also told them)

Deddy: *Itu Pak Ronaldo ngomong gitu Si Anji kooperatif banget gila*

(Mr. Ronaldo said that. Anji is very cooperative and crazy)

From the data above, it was found that Deddy uttered the word crazy, which had an ambiguous meaning in his words. However, this word crazy does not mean the real thing but only expresses that Anji is very good, so he wants to cooperate with the investigators without any resistance.

9. Metaphor

Data 9

Marshel: *Aman om lihat ya om lihat tuh aman dong karena om Ded juga panik,*

(It's safe, uncle, see uncle, it's safe, because uncle Ded is also panicking)

Deddy: *Jujur gua panik* 'to be honest, I'm panicking'.

Metaphors are also contained in the utterances of the host, such as the dialogue from the data above. The data above discusses the topic of Marshel's examination by the National Narcotics Agency, whether it is proven that he has consumed drugs or not. From Deddy's words, 'jujur gua panik, this means that if Marshel is proven to be taking drugs, then the show will have a bad reputation for netizens because it will cause controversy if a guest is caught on a podcast show.

From the analysis, it was found that the flouting maxim of quality was flouted by the host and guest in the podcast "Close the door" by Deddy Corbuzier getting the highest percentage. It showed that the host and guests hide information and have implied meaning in their utterances with a strategy on the flouting maxim of quality. Giving too little information is the highest dominant strategies used by guest. Giving too little information is can called understatement because the guest star did not want to give a longer answer so as not to generate negative opinions from netizens who watched the podcast. And the lowest strategies of flouting maxims realized by guest star namely is rhetorical questioning or rhetorical strategy that requires the speaker to ask questions to make a statement but not to get an answer. It has a clear answer that can be used to convey a statement.

Giving too much information is overstatement from the speaker and it can also happen when the answer has too much information. overstatement is the most common strategy found in Deddy Corbuzier's utterances because he wants to tell more details about himself never using drugs. This was showing that the host also provides excessive information to the guest and also provides metaphorical utterances. Meanwhile, the lowest percentage is found in strategies for flouting maxims, namely changing the topic and asking a rhetorical question. This shows that the host also wants to cover up some facts by changing the subject.

CONCLUSION

There are nine strategies used by the guest and host were realized through giving too much information, giving too little information, hyperbole, metaphor, rhetorical question, irony, banter, changing the topic, and being obscure/ambiguous. Nine realizations strategies of

flouting maxims were found in guest utterance. The highest realization strategies was giving too little information while the lowest realization strategies namely rhetorical question. Nine realizations strategies of flouting maxims were found in host utterances. The highest realization strategies was giving too much information while the lowest realization strategies namely rhetorical question.

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