

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Humans as social beings cannot be separated from communication. According to Hybels & Weaver (2004), communication is needed to interact with other people by sharing information, exchanging ideas, as well as solving problems. One example of communication is through a conversation. Conversation can be defined as a talk between two people or more in which they ask and answer questions, express feelings, thought, and ideas, as well as exchange any news or information. Sperber and Wilson (1986) in Nadar (2013, 26) argued that a successful conversation does not happen because the interlocutors know the meaning of what the speaker says, but it happens when the interlocutors can get the true intention of the speaker through their conversation.

A conversation can be said running well and successful if the delivered message can be understood by both the speaker and interlocutors. The message itself does not only come in explicit form, but also in implicit. In order to avoid misunderstanding, each participant in a conversation must have shared knowledge and be cooperative. Each participant should give an appropriate response according to what the speaker expected. For instance, if it is a question, the expected response is a related answer. Therefore, Grice (1989) proposed a principle that can control a conversation to run effectively. He introduced that principle as cooperative principle.

Cooperative principle is the basic rule in a conversation. This principle suggests that the speakers have to make their conversational contribution as it is required (Grice 1989). In other words, the speakers are expected to contribute to what is required by the purpose of the conversation. Cooperative principle consists of four maxims. They are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. Those four maxims manage how the speakers should take part in a conversation by telling the truth (providing correct information), providing the right amount of information, and also being as clear and relevant as possible.

However, in some cases, the speaker might fail to fulfill one of the maxims in cooperative principle due to some reasons. The speaker might give too much or less information, tell a lie, and provide irrelevant and unclear information to the hearer. This condition is known as flouting the maxim. According to Thomas (2013), flouting maxim occurs when the speaker blatantly fails to fulfill a maxim that can make the utterance produced generates an implicature. Thus the hearer should find the intended and implied meaning of the speaker's utterance. Flouting maxim does not only occur in our daily conversation, but it also occurs in some media such as podcast.

Podcast is considered as one example of technological development. It is an audio recording of one person or more that discusses about certain topics, such as sports, lifestyle, politics, and many more. The word "podcast" was firstly introduced by Ben Hammersley in 2004. Hammersley (2004) stated that the word "podcast" is a combination word of "pod" and "cast". "Pod" is derived from "iPod" digital media player in Apple, and the "cast" is derived from the term "broadcast"

in radio. In simple words, podcast is the internet version of radio. What makes it different from radio is that the listeners can choose what topics they are interested in. The listeners can also download and listen to it anywhere and anytime they want, without the need to wait a certain amount of time like a radio that broadcasts only at certain times. Because of its on-demand nature, podcast can be heard repeatedly and downloaded from many platforms such as Spotify, Soundcloud, Google Podcast, and Apple Podcast.

In Indonesia, the existence of podcast starts to gain people's attention. A survey conducted by Daily Social in 2018 shows that 68% of the respondents are familiar with podcast. The percentage of people who actively listen to podcast in the past six months is about 81%. Most of Indonesian people who have greater interest in listening to podcast are age 20-25. The reason is because this generation is fond of something new. Besides that, they can gain new insight and information, as well as get entertainment by listening to podcast. The increasing number of podcast listeners in Indonesia makes many local content creators interested in making podcast. Therefore, there are many podcasts in Indonesia nowadays. One of them is *Makna Talks*.

Makna Talks is a podcast that is initiated by some creative youngsters from *Makna Creative*, a company which was firstly established in 2013 by Ernanda Putra and offers services related to promotion, branding, and creating content on social media. *Makna Talks* itself is hosted by Iyas Lawrence, a designer and photographer. He started being active in podcast since 2018. Each episode of *Makna Talks* podcast is released every Friday. This weekly podcast usually invites well known guest stars

from various backgrounds, such as public figure, influencer, and many more, to talk about what is behind the fact. *Makna Talks* podcast can be listened through some platforms such as Spotify, SoundCloud, Google Podcast, and Apple Podcast. Until today, this podcast has already released more than 70 episodes with different topics and subjects. Adding to the fact is that this podcast gains many listeners on Spotify and Apple Podcast. It has high rating on those two platforms. On Spotify itself, this podcast is on the fourth position in podcast chart (accessed in October 2019). The rating on Apple Podcast is also considered good, 5 out of 5 stars. Therefore, the writer is interested in analyzing the conversation in *Makna Talks* podcast.

One of *Makna Talks* podcast episodes is entitled “*Pod.55 Talks about Taking The Leap with Najwa Shihab*”. In this episode, Najwa Shihab becomes the guest star. She is a presenter, a digital media founder of Narasi TV, and a mother. She also has won many awards as the most favorite TV presenter, and her latest award is from Panasonic Gobel Award 2019. This podcast episode was released on 16 August 2019 and the length of duration was 37:04 minutes. In this episode, Najwa Shihab does not only talk about the power of information in this digital era, but she also talks about the beginning of her career and what makes her to be a woman with strong opinions in Indonesia. This episode is interesting to listen because she also shows another version of herself which is different from her persona in her talk show, *Mata Najwa*, on television.

Since this podcast involves a conversation between a host and a guest star that discuss about a certain topic, the speaker might break the maxims of cooperative principle in delivering the message and providing information to the

listener. Therefore, the writer is interested in analyzing the flouting maxims inside *Makna Talks* podcast episode: *Pod. 55 Talks about Taking The Leap with Najwa Shihab*. In order to analyze the flouting maxims, the writer applies Grice's cooperative principle theory.

There have been several studies regarding related topic throughout the years conducted by many researchers. The writer found some related studies from undergraduate thesis to support the current study. Hidayati (2013) conducted a study that focused on violation of maxims in Malam Minggu Miko situation comedy. The result of her study showed that the violation of maxim relation is the most frequently occurred to produce humour in this situation comedy.

Another study is conducted by Romadlona (2018) which focused on violating maxims done by Ridwan Remin in Stand Up Comedy Indonesia Season 7. In the result, she found out that Ridwan Remin violated all the four maxims and most of the utterances produced by him has an implied meaning to satirize something. Meanwhile, Augusta (2018) conducted a pragmatics study which focused on flouted maxims that can produce sarcasm in the *Brooklyn Nine-Nine Situation Comedy*.

The previous studies that have been mentioned, mostly analyze violated maxims and flouted maxims in television show. Meanwhile, this study uses podcast as the research object. Podcast is considered as a new form of media in Indonesia. It is different from television show because it only includes audio sound. Thus, the result might be different from the previous ones. In this study, the writer focuses on

analyzing the flouting maxims and reveals the reasons why those maxims are flouted in *Makna Talks* podcast episode: *Pod. 55 Talks about Taking The Leap with Najwa Shihab* by using cooperative principle theory by Grice (1989).

Since it focuses on flouting the maxim, this study is important in order to give understanding to people that sometimes people do not talk straightly to the point in a conversation. They tend to use other words to imply something that is hoped to be understood by the hearer. Besides that, this study is also important to give one of strategies to convey the meaning from the speaker to other people in delivering the message in a conversation. By using the theory of cooperative principle by Grice, the writer expects this study to be helpful for anyone to learn more about how meanings do not always just pop out before face because sometimes it comes in different forms.

1.2 Statement of the Problem

Based on the background of the study that has been mentioned previously, the statement of the problem is formulated by the writer as follows:

1. What are the types of maxims flouted in *Makna Talks* podcast episode: *Pod. 55 Talks about Taking The Leap with Najwa Shihab*?
2. Why are those maxims flouted in *Makna Talks* podcast episode: *Pod. 55 Talks about Taking The Leap with Najwa Shihab*?

1.3 Objectives of the Study

Regarding statement of the problem above, the writer identifies the objectives of the study as the following:

1. To identify the flouting maxims in *Makna Talks* podcast episode: *Pod. 55 Talks about Taking The Leap with Najwa Shihab*.
2. To describe the reasons why flouting maxims occur in *Makna Talks* podcast episode: *Pod. 55 Talks about Taking The Leap with Najwa Shihab*.

1.4 Significance of the Study

The writer expects this study to give contribution both theoretically and practically. For the theoretical aspect, this study is expected to broaden the knowledge about flouting maxim that occurs in a podcast, particularly in *Makna Talks* podcast episode: *Pod. 55 Talks about Taking The Leap with Najwa Shihab*. Moreover, the writer also hopes the readers can have better understanding regarding something implied in a conversation. While practically, the writer hopes this study could be a useful information, as well as a reference for students in English department who are interested in conducting further research about flouting maxims.

1.5 Scope and Limitation

This study is conducted within the scope of pragmatics study that focuses on flouting maxims of Cooperative Principle. This study is limited to the conversation

which occurs in *Makna Talks* podcast, particularly in the episode of *Pod. 55 Talks about Taking The Leap with Najwa Shihab* that was released on 16 August 2019. The conversation that is being analyzed is between the host (Iyas Lawrence) and the guest star (Najwa Shihab). The writer uses cooperative principle theory by Grice (1989) to analyze the flouting maxims and to reveal the reasons why those maxims are flouted in the conversation.

1.6 Definition of Key Terms

- Cooperative principle : A set of rules that suggests the participants in a speech event to make their conversational contribution as required (Grice 1989).
- Flouting the maxim : A condition in which people do not follow the cooperative principle (Thomas 2013).
- Podcast : An audio recording of one person or more that discusses about certain topics that can be downloaded and listened to anytime (Naughton 2016).