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Analyzing the Use of Flouting Maxims in Deddy Corbuzier's Podcast

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Abstract

This study aims to describe the types and strategies of flouting maxims in Deddy Corbuzier's podcast. This study applies qualitative research method. The findings reveal that all four types of flouting maxims are present: maxim of quality is flouted 18 times, maxim of quantity appears 13 times, maxim of relevance is flouted 7 times, while the maxim of manner is flouted 2 times. Furthermore, eight distinct strategies for maxim flouting were identified. The strategy of providing too much information was the most frequent, occurring 12 times. Hyperbole was noted 8 times, while changing topics occurred 7 times. Other strategies included metaphor (6 instances), irony (2), banter (2), being obscure (2), and giving too little information (2).

Keywords: Flouting maxim, type, strategies, Deddy Corbuzier's podcast

Abstrak

Penelitian ini bertujuan untuk menjelaskan jenis dan strategi pelanggaran maksim dalam podcast Deddy Corbuzier. Penelitian ini menggunakan metode penelitian kualitatif. Hasil penelitian menunjukkan bahwa keempat jenis pelanggaran maksim ditemukan yaitu maksim kualitas dilanggar sebanyak 18 kali, pelanggaran maksim kuantitas muncul 13 kali, maksim relevansi dilanggar sebanyak 7 kali, sementara maksim cara dilanggar sebanyak 2 kali. Selain itu, juga telah teridentifikasi delapan strategi berbeda untuk pelanggaran maksim. Strategi memberikan informasi yang terlalu banyak adalah strategi yang paling sering muncul, yaitu sebanyak 12 kali. Strategi hiperbola terjadi sebanyak 8 kali, sementara strategi perubahan topik terjadi 7 kali. Adapun beberapa strategi lainnya yaitu strategi metafora (6 kali), strategi ironi (2), strategi lelucon (2), strategi mengaburkan (2), dan strategi memberikan informasi yang terlalu sedikit (2).

Kata Kunci: Pelanggaran maksim, Tipe, Strategi, Podcast Deddy Corbuzier

INTRODUCTION

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. 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.

Flouting can be done by the speaker or the listener answering the conversation. Flouting the cooperative principle relationship between the speaker and the listener. According to Cutting (2002), the flouting maxim is when speakers appear not to follow the maxims but expect hearers to appreciate the meaning implied. She also said when flouting maxim, the speaker assumes that the hearer knows that their words should not be taken at face value and that they can infer the implicit meaning. According to Grice (1975), there are four types of flouted maxims. They are flouting maxims of quality, flouting maxims of quantity, flouting maxims of relevance, and flouting maxims of manner. An example of how a maxim was flouted. Flouting which exploit the maxim of quality occur when the speaker says something which is untrue of for which he or she lacks evidence Grice (1975). If the speaker wisely says that it is not true or that the speaker's evidence is inadequate, the maxim quality is flouted. Take a look on this example:

Tomy : I might win the lottery”
John : Yes, a pig might fly.”

The obviousness of the untruth of John's reply gives our cognitive system a huge nudge. John is flouting the maxim of the maxim of quality, so there must be something else going on, and so we start a hunt for likely inferences we can make. Here we quickly settle on the implication that Tomy's change of winning the lottery are about the same as pig flying.

Sometimes speakers do not want to obey the principles in their speech. One of the four ways speakers disobey the principles is by harassing or ridiculing (the other three ways are offence, exclusion, and hedging). In conversation, sometimes people can use maxims to create some implicatures. Cutting (2002) a strategy by giving too little and much information are being the way to flout the maxim of quantity. While Brown and Levinson (1978) give arguments about the strategies of a flouting maxim. The flouting maxim of quantity generally results in understatement, overstatement, and tautology. Hence, there are some strategies used by the participants to flout the maxims.

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. YouTube social media is one of the audio-visual communication media

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whose broadcasts are in the form of sound and moving images so that a message can be easily captured or accepted by the audience. In general, the videos on YouTube are music, movies, television shows, podcasts, etc. One of them is Deddy Corbuzier's YouTube podcast channel. 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 previous study related to this research is under the title “The Flouting of Cooperative Principle Maxim in *Inside Out* Movie” by Puteri (2018). This research aims to describe the answers of three research question: (1) the types of maxim flouting in “Inside Out” movie. (2) The realization of maxim flouting in “Inside Out” movie, and (3) the reason flouting maxims in “Inside Out” movie. The research found 30 utterances that flout the maxim from the movie. The flouting maxim of quantity occurs mostly, it is about 13 utterances because they give more information than needed. About 10 utterances of flouting maxim of manner happen. The total occurrences of the flouting maxim of quality are 4 utterances, and 3 utterances of maxim of relevance occur.

This present study aims to explain types of flouting maxims in Deddy Corbuzier’s podcast. The present study, particularly, focuses on the analysis of flouting maxims on Gricean cooperative principle (1975) theory. Furthermore, the present study also aims to explain the strategies used to flout the maxim in Deddy Corbuzier’s podcast. Moreover, the study applies strategies of flouting maxims by Cutting (2002).

METHOD

In getting the data of the research, the researchers used qualitative research as the methodology. This is accordance with one of the characteristics of qualitative research which is purposed by Bodgan and Biklen (1982). They stated that qualitative research has natural setting as the direct source of data. Qualitative research can be done in social attitudes, the individual or organization by the researchers in the group personality. The data in this study are utterances uttered in Corbuzier podcast which contain flouting of the maxims of the cooperative principle. In collecting the data first, the researcher visits the YouTube site especially Deddy Corbuzier’s channel to search for some videos and download some videos that will be used as data sources. Second, in this research, it is continued by making notes. Third, after noted all the data, the researcher continued by making a table and categorizing by Grice’s cooperative principle (1975).

FINDING AND DISCUSSION

Findings

There are 40 data found in the conversation between Deddy Corbuzier as the host, and Kekeyi as the guest star. The data are categorized based on the theory of types of flouting maxims by Grice (1975) as follows:

Table 1. Types of Flouting Maxims Found in Deddy Corbuzier’s Podcast

No.	Types of Flouting Maxims	Occurrences
1.	Maxims of Quality	18
2.	Maxims of Quantity	13
3.	Maxims of Relevance	7
4.	Maxims of Manner	2
Total		40

Table 1 shows all types of flouting occurring in Deddy Corbuzier's podcast. There are 40 data found as the total numbers. The most frequently occurring type is flouting maxim of quality with 18 times. Precisely there are 13 times of flouting maxims of quantity, and 7 times of flouting maxims of relevance. Then the last is the fewest flouting maxims of manner only occur 2 times.

Table 2. The Strategies of Flouting Maxims Found in Deddy Corbuzier's Podcast

No	The Strategies of Flouting Maxim	Occurrences
1	Giving too Much Information	12
2	Giving too Little Information	1
3	Hyperbole	8
4	Metaphor	6
5	Irony	2
6	Banter	2
7	Changing Topic	7
8	Being Obscure	2
Total		40

Table 2 above shows that 40 data about the strategies of flouting maxim are found. The strategy of using the giving too much information become the highest strategy occurring in the podcast with 13 times. Meanwhile, giving too little information strategy also the strategy used to flout maxim of quantity. Giving too little information strategy only occurs one time. Then, Hyperbole strategy occurred 8 times. Then the use of metaphor strategy occurred 5 times. Metaphor happens when someone tries to make the listener believe that something is something else. Meanwhile, both irony and banter strategies occurred 2 times. Furthermore, changing topic strategy becomes the only strategy to flout maxim of relevance. The occurrence of changing topic strategy is 7 times. Meanwhile, being obscure is a strategy that can be used to flout the maxim of manner. Being obscure strategy occurred only 2 times in the podcast.

Discussion

Types of Flouting Maxims

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According to Grice (1975), there are four types of flouting maxims, those are flouting maxims of quality, flouting maxims of quantity, flouting maxims of relevance, and the last is flouting maxims of manner. All types of flouting maxims were found in Corbuzier's podcast.

Flouting Maxims of Quality

According to (Cutting, 2002) a speaker who flouts the maxim of quality commonly says something that obviously does not represent what he/she thinks. A speaker wants listener(s) to pay attention through his/her statement. The example of maxim flouting of quality can be seen from the dialogue below.

Datum 06

DC : *Lu support mental dia tuh gimana?*
(How do you support him mentally?)

LA : *.....Saya bingung ini orang maunya apa, saya sudah takut-takutin dan memakai jalan pintas, mayang, kuyang..*
(.....I'm confused what this person wants, I'm already scared and take a shortcuts, mayang, kuyang..)

According to the Kamus Besar Bahasa Indonesia (KBBI Daring, 2016), *kuyang* is a female ghost, according to the beliefs of the people of East Kalimantan, who can fly at night and her head and stomach contents can fly, sucking the blood of pregnant people or people who have just given birth. The statement is hyperbole. She tries to exaggerate her statement that she scares her boyfriend with kuyang. By saying that, Laura failed to observe the maxim of quality.

Flouting Maxims of Quantity

Maxims flouting of quantity happens when the speaker purposefully give more and little information than what is required, Cutting (2002).

Datum 8

DC : *trus ATM bisa dipakai itu gimana?*
(Then how can (he) use the ATM?)

LA : *awalnya sih saya tuh.. emm.. Giniloh yang iphone, saya mau klarifikasi nih...dia tuh punya youtube kan, yauda kamu bikin konten gini aja, yasudah gimik aja, kan (youtuber) di Indonesia banyak gimik. Kamu gesek (atm) aja gapapa, karena mungkin telalu sering mungkin, atau apa..*
(At first it was me.. umm.. Here's the iPhone, I want to clarify... he has YouTube, right, so you just make content like this, then make it gimmicks, right (youtubers) in Indonesia there are a lot of gimmicks. You just swipe (atm) it's okay, because maybe it's too often maybe, or something..)

Deddy asked why Laura's ATM could be used by his girlfriend. Responding to Deddy's answer, Laura gave a very long answer about what had happened. She gave too much additional information about it.

Flouting Maxims of Relevance

Flouting maxims of relevance occurs when one gives an irrelevant response towards the previous utterance. According to theory of cooperative principle by Grice (1975) in order to

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made a good cooperation between speakers and listeners, each should be able to give a relevant contribution about something being taken about. The point of this maxim is that it is not sufficient for a statement to be true for it to constitute an acceptable conversational contribution.

Datum 9

DC : *So, kalo awal itu konten, endingnya apa?*

(So, if the beginning is content, what is the ending?)

LA : *Endingnya, membagongkan. Saya mau nyayi ni buat Gaga. Gaga bisa nyanyi saya juga bisa, tenang aja.*

(The ending, is amazing. **I want to sing this for Gaga. Gaga can sing, I can too, don't worry).**

Deddy wants to know how Gaga can use Laura's ATM. Then Laura also explained that it all started with the content they created. Deddy as the host then gave another question about the end after they created the content. Here Laura answered something irrelevant. Laura does not provide the information the hosts need, but instead discusses something else. Therefore, the dialogue is categorized as relevant flouting maxim.

Flouting Maxims of Manner

People who are flouting maxims of manner usually are being obscure and trying to exclude a third party on their conversation. It means that if he/she wants to say something, she explains other things instead and makes the statement not clear so that the message of the speaker is difficult to be accepted by the hearer Cutting (2002).

Datum 10

DC : *kenapa lu tiba-tiba mau bicara kan ini (masalah) sudah lama?*

(why do you suddenly want to talk about this (problem) for a long time?)

LA : *karena menurut saya tuh.. hmm.. **Bukannya teman-teman saya ngga pernah ada buat saya atau apa.. Saya tuh bener-bener kalo misalnya lagi cape atau apa, followers aku tuh kaya "ka laura uda makan belom?" "ka laura gimana (keadaannya)?" kek semua orang ini baik-baik banget gitu loh...***

(because I think so.. hmm.. **It's not that my friends have never been there for me or something.. I'm really, for example, when I'm tired or something, my followers are like "Has Laura eaten yet?" "How about Laura?" all of these guys are really nice...**)

Deddy tries to ask Laura why after 2 years of an accident, this case has just been brought to court. Instead of answering Deddy's question clearly, Laura answered the host's questions in a convoluted and not to the point. She mentioned that his followers on instagram paid attention to him. Therefore, her utterance is considered to flouting the maxim of manner.

The Strategies of Flouting Maxims

Flouting maxims can be done in many various ways. A speaker can apply some strategies to do it. When a speaker states things and expects others to get his implicit meaning, strategies play an essential role in it. It may determine whether that other will be able to get the implicit meaning or not. According to Cutting (2002) there are eight strategies to flout the maxims namely, giving too much information, giving too little information, hyperbole, metaphor, irony, banter, changing topic, and being obscure.

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Giving too Much Information

Giving too much information becomes the most prominent strategy used by the participant in Corbuzier's podcast to flout maxim of quantity. Certainly, by using this strategy, some participants in the podcast have a purpose to explain more about something. Usually, one character tries to explain something by giving too much information and expects the other characters to understand more about the topic. An example of giving too much information to flout the maxim of quantity is provided in the following.

Datum 12

DC : *are you angry with all of this?*
(are you angry with all of this?)

LA : *pertama saya malu sih ya, saya minta maaf banget. Bikin kegaduhan, ini mulut saya ngga banget, tapi saya harus akuin. Karena saya kasihan, selesai sidang tuh saya sampe berantem sama kakak saya, karena dia yang mengurus saya selama sakit...*
(First of all, I'm embarrassed, I'm really sorry. Make a fuss, this is not my mouth really, but I have to admit. Because I feel sorry, after the court sessions, I got into a fight with my sister, because she took care of me while I was sick...)

When the host asked Laura if she was angry with everything she was going through. Then Laura replied by giving a lot of information, she mentioned that she was more embarrassed than angry. Laura also explained that after the court session she had an argument with her sister. In this dialogue Laura gives too much information than the host needs. Laura uses a giving too much information strategy to flout the maxim.

Hyperbole

According to Cutting (2002), there are several ways that can be used by the speaker in flouting the maxim of quality. First, s/he may quite simply say something that obviously does not represent what they think. The speaker may flout the maxim by exaggerating a statement as in hyperbole. The following dialogue is an example of hyperbole to flout the maxim of quality.

Datum 18

LA : ... *Beda soalnya klo kontras (layar handphone) tinggi itu ibu-ibu, kalo kontrasnya rendah **depresi banget** deh*
(... it's different because if the contrast (mobile phone screen) is high, it's ladies, if the contrast is low, it's **really depression**.)

While opening her cell phone she also asked Deddy whether the host was gentlemen or mothers. Laura's purpose for asking this was to make it easier for her to adjust the contrast of her phone's screen. In the dialogue, Laura said that if the contrast of the cell phone is too low, it is like someone who is really depressed.

Changing Topic

Changing topic usually used when the speaker avoids talking about something or just wants to end the conversation. In giving irrelevant statement or changing topic, hearer is expected to imagine what is the speaker does not say (Cutting, 2002).

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Datum 15

- LA : *uang donasinya ke aku, dan itu dikumpulin sama Kece Entertainment, karena mereka kasihan sama aku, awalnya tuh kan aku open donasi kitabisa.com, terus... boleh minum gak si Iren*
(Laura meminta tolong dibantu minum, kemudian bersendawa)
The donation money went to me, and it was collected by Kece Entertainment, because they felt sorry for me, at first I opened the donation to kitabisa.com, then...(talk to Iren) can I drink Iren?
(Laura asks for help drinking, then burps)
- LA : *maaf Popo batuk (menirukan Popo)*
(sorry Popo coughs (imitating Popo))
- LA : *saya tuh sampai addict banget sama tiktok loh.. saya sampe tahu Popo Barbie, gatau dia kan? Lucu banget...*
I'm really addicted to tiktok.. I know Popo Barbie, don't you know? He is very funny...
- DC : *gatau gue, kenapa harus bahas Popo Barbie.. (tertawa)*
(I don't know, why should we talk about Popo Barbie. (laughs))

Laura felt thirsty, and then she was helped by Deddy. After drinking she burps. After that he imitated Popo and said "sorry Popo cough". Then Laura changed the topic that she is very addicted to tik-tok. She also mentioned that he found one person funny to her.

Metaphor

Metaphor is one of in the ways of maxim flouting in which the speaker describes an object or an action with something in a way that is not literally true, but it has the same characteristics with the one they are referring to so it helps to explain the idea (Nurjannah, 2020) In this case, metaphors are used by some speakers on podcasts when they want to describe one thing or idea using words usually used for something else with very similar qualities or using words to mean something different from their usual meaning.

Datum 30

- DC : *tapi diekpose dimana-mana*
(but exposed everywhere)
- KY : *ya cuman sebagian kecil*
(yes, only a small part)
- DC : *itu pacar apa dagangan*
(is that a boyfriend? Or merchandise)

Deddy and Kekeyi were talking about the relationship between Kekeyi and his girlfriend. Deddy feels that Kekeyi is too public about their relationship. According to Deddy, Kekeyi is too exposed to his relationship with Rio. That's why Deddy compares it to merchandise, saying if it's too exposed everywhere, it is boyfriend or merchandise. Therefore, Deddy's words are considered a metaphor.

Irony

According to Cutting (2002), Irony is an expression that is apparently polite and friendly but actually offensive. It means that irony is the way of someone to commit flouting maxim by saying something nice but not truthful.

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Datum 31

DC : *tapi kalo kamu pengen putusin kenapa upload foto berdua*
(but if you want to decide why upload photos together)

KY : *(tertawa)*
(laughing)

DC : *kan lama-lama enek, eh enak*
(After a long time, it feels nauseous, oh, it feels comfortable)

This dialogue occurs when Kekeyi reveals her heart to Deddy that she does not want to date an artist. Then Kekeyi also mentioned that she wanted to break up with her boyfriend. Responding to Kekeyi's utterances, Deddy replied after a long time, it feels nauseous, eh, it's delicious. Deddy, at first, expresses a positive sentiment but actually implies a negative one. He spoke to Kekeyi that it was bad then he justified his sentence nicely, but the real meaning he wanted to say was that he was bored.

Banter

Cutting (2002) explains that banter as a negative utterance which implies positive meaning.

Datum 24

KY : *...nah caranya itu aku cari cowok supaya..*
(well that's how I find a guy so that...)

DC : *dibunuh?*
(killed?)

KY : *(tertawa) ngga ngga ngga..*
(laughs) no no no no....

Kekeyi shared that she had experienced bullying in her past. Then she wants to have a boyfriend to get support and encouragement. She added that since childhood, her father had abandoned her and she almost attempted suicide. Therefore, she told Deddy that she wanted to have a boyfriend. Another thing with Deddy, when listening to Kekeyi's purpose of having a boyfriend, Deddy even cut Keke's conversation by saying "to kill him?". Here, Dedy said her goal purpose to kill Keke, but actually he was just making a joke.

Being Obscure

The characteristic of this flouting maxim is that the speaker talks disorderly or gives ambiguous response. To fulfill the maxim of manner, one is required to be perspicuous (Cutting, 2002).

Datum 37

KY : *ini mohon maaf ininya (sambil menunjuk headphone dikepala) kok mundur terus*
(I'm sorry but this (pointing to the headphones on your head) how come you keep going back)

DC : *oh headphonenya..*
(oh, the headphones)

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- KY* : *takut jatuh, nanti kalo jatuh harus ganti, mahal.*
(I'm afraid of falling, if I fall, I have to replace it, it's expensive)
- DC* : *padahal itu headphone khusus dibuat untuk orang loh*
(even though those headphones are specially made for people)

It happens when Kekeyi and Deddy were having a conversation, Kekeyi felt uncomfortable when the headphones she was wearing kept turning back. Then she notified the host, but the host even answered unclear. Deddy replied that the headphones were specifically made for people, this seemed ambiguous. The word "people" in Deddy's utterances becomes ambiguous because basically headphones are used for humans to listen to audio privately. By being obscure, Deddy fails to observe the maxim of manner.

Giving too Little Information

Flouting maxim of quantity happens when speaker who flouts seems to give too little information or too much information (Cutting, 2002). In this study, occurs only one data which represent the use of giving too little information strategy.

Datum 39

- DC* : *mau collabs sama siapa lagi?*
(who else would you like to collaborate with?)
- KY* : *sama siapa ya (sambil berfikir)*
(with whom (thinking))

YouTube channel. However, instead of answering the host's question, Kekeyi answered "with whom" then he was silent. With that said, Kekeyi is said to have provided too little information than Deddy needed.

CONCLUSIONS AND SUGGESTIONS

The total data are 40 conversations that flout the maxim in Corbuzier's Podcast. Maxim of quality is the mostly data happen with 18 data. Precisely there are 13 data of the maxims of quantity and 7 data of the maxim of relevance. Then the last is flouting the maxim of manner, it has 2 data. They are flouted because lack of evidence, give little and too much information, changing topic and being obscure. all strategies of maxim flouting porposed by Cutting (2002) are used in this Podcast. In terms of strategies used by the participants, there are eight strategies of maxim flouting found in the podcast. These are, giving too little and too much information is used to flout the maxim of quantity; hyperbole, metaphor, irony, and banter are used to flout the maxim of quality. Then, changing topic strategy is used to flout the maxim of relevance. Meanwhile, being obscure is used to flout the maxim of manner.

The researcher hopes that this research can be useful for the readers, especially the next researcher to get better understanding about flouting maxims and strategies of flouting maxims. By reading this study, the reader is expected to know more about maxim flouting in order to avoid misunderstandings when they are having conversations. It happens because there are various implied meanings behind the speaker's utterance.

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