

BREAKING THE BOUNDS: EXPLORING FLOUTED MAXIMS ON THE TALK SHOW ‘TALKPOD’ - A CASE STUDY OF CHATEEZ’S LANGUAGE PLAY

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Abstract

Maxim are the communicative strategy as a guideline for effective and cooperative communication proposed by Grice. This research focused to presents the results of research by Chateez utterances and conducted using a qualitative approach, data source was collected through video recordings in programs talkshow-talkpod episodes. Based on data, were found all types of flouting maxim in the program, which consist flouting of maxim of quantity, flouting of maxim of quality, flouting of maxim of relevance, and flouting of maxim of manner. The most dominant flouting that occurs in this research is flouting of maxim of quantity and rarely occurs is flouting of maxim of relevance. The purpose of this research, to analyze several causes of flouting maxim and classified the types of flouting of maxim. This research can provide a deeper understanding of how flouting maxim occurs in conversation through the application of maxim principles in communication.

Keyword: flouting, Gricean maxim, talkpod, Chateez

INTRODUCTION

Technological developments in the era of globalization have brought significant alter to human lifestyles. Digital technology, especially social media, has become an inseparable part of human daily life (Joshi et al, 2022). The use of social media is increasing and popular, especially among young people who like to follow the current trend of language used. This results in the phenomenon of language development that has both positive and negative impacts on its used, especially among young people. As one of the entertainment platforms, YouTube has become very popular in Indonesia, and

various videos can be accessed through this platform, ranging from history, information, entertainment and also podcast or broadcast and talk shows, as quoted by (Naurah, 2023). Talk show have become one of the most popular programs on YouTube. Talk show is a cooperative activity between several people who play a role in it. In the cooperative principle, there are four maxims: Maxim of Quantity, Maxims of Quality, Maxims of Relevance, and Maxims of Manner (Grice, 1975, as cited in Cutting, 2002).

In the era of technological development and social media, talk show programs have become an example of progress information and entertainment needs, talk show is a

program that features one or several speakers who discuss certain topics and guides by a host (Morrison, 2008). TalkPod is a program talk show from NET that is only uploaded on the talkpod YouTube channel. This program has a theme of chatting casually with speakers or guest stars, guided by Surya Insomnia and Indra Jegel. The presence of talkpod on digital platforms, it is can only be watched through the talkpod and Netverse YouTube channels, it is show how technology and social media have a significant influence on the entertainment and information industry. The one of episode of the talkpod that was viral on YouTube, when Chateez guested with an audience of around 4.8 million within 4 months.

Chaterinee Alicia, or Chateez, is a gamer, streamer, and content creator from Surabaya who has Chinese descent. This study tries to analyze the flouting maxim that occurred in the conversation between Chateez and the host of the program podcaster. Flouting maxim violates the maxim, which occurs when the maxim is not followed or obeyed in a communication (Hidayati, 2018). The cooperative principle has four maxims: the Maxim of Quantity, Maxims of Quality, Relevance, and Maxims of Manner (Grice, 1975, as cited in Cutting, 2002). Grice (1975) said, "When flouting a maxim, the speaker does not intend to mislead the hearer but wants the hearer to look for the conversational implicature, that is, the meaning of the utterance not directly stated in the words uttered. Therefore, when the speaker intentionally fails to observe a maxim, the purpose may be to communicate a message effectively," according to Degaf (2020), it can be concluded that when someone commits an offense in the maxim, he does not do it intentionally, but he intends to make the interlocutor able to grasp the meaning of his words explicitly. When the rules of the maxim are flouted, a meaning is

created and stored in the speech. For example, the flouting of the maxim that occurred in a conversation conducted by Chateez utterances in the programs entitled "Surya Jegel Tes Pengetahuan Umum Chateez, Jawabannya Bikin Naik Darah!" As Follows: Indra: "*Kalau amoeba berkembang biak dengan apa?*" Chateez: "*Terumbu karang.*"

In the above conversation, Indra asked the question of how to breed amoeba. However, Chateez replied with irrelevant information: "*terumbu karang.*" Maxim violations that occur in this conversation include flouting maxim relevance because the information provided does not match the questions asked. Flouting maxim relevance occurs when the speaker provides information that is unrelated to the topic or question being discussed, thus making the conversation irrelevant. In this case, Chateez deliberately violated the relevance maxim because he wanted to provide answers that made the conversation more interesting and unique, even though the information provided did not match the question. The other examples of flouting of maxim that occurred that we found in the talk-show talkpod utterances by Chateez, as follows:

Indra: "*Ibu kota Jawa Timur?*"

Chateez: "*Surabaya*"

Indra: "*Benar*"

Chateez: "*Iya, iyalah rumahku, masa aku ga tau, kalau ga tau berarti tolol natural*"

In the above conversation, there is a violation of the maxim included in the flouting maxim quantity. Chateez provided too much information that Indra did not ask for. Instead, Chateez should have given a short answer and in accordance with the question posed. In addition, Chateez also committed a maxim violation included in the

flouting maxim manner for using the word "*tolol natural*" which is vague and not in accordance with the communication situation that is happening.

There are many studies about the maxim in social media that have been done before, including a study by Zhou (2009) which tried to identify the types and categories of conversational principles used in three episodes of Luke podcast accessible on YouTube. Thus, the results of research show that all types of conversational maxims are four maxims; maxim of quantity, maxim of quality, maxim of relation and maxim of manner. According to Nuringtyas (2018) also conducted a study about flouting maxim of pitch perfect movie characters, and found that (1) the flouting maxim which are flouted the most by the characters are maxim of quantity 39,2%, maxim of relation 34,8%, maxim of quality 21,7%, and maxim of manner 4,3% (2) the most dominant reason of flouting maxim of maxim quantity is building one's believe 5 times, maxim of relation is cheering the hearer 4 times, maxim of quality is hiding the truth 2 times and maxim of manner is hiding the truth 1 times. As another example, according to Hidayati (2018) conducted a study to describe maxim violations in the Indonesian film, Radio Galau FM, and found that some of the characters' main conversations in the film contained maxim violations. In addition, according to Gustary and Dikramdhanie (2018) also conducted a study flouting maxim in mata najwa's talkshow to analyze violations of the Grice Cooperative Principle (1975) and found the implications of maxim violations. In the other study, according to Hakim (2022) conducted a study pragmatic analysis of maxim flouting to create verbal humor in the netflix series pretty smart to analyze how maxim violations can create verbal humor and found the type of maxim violations in the Netflix series pretty smart. Furthermore, according to Pradika and

Rohmanti (2018) examined maxim flouting in the coco movie script and found the quantity maxim to be the most frequently violated. According to Kurniati and Hanidar (2018) conducted a study on the flouting of Gricean maxims in the movies *Insidious* and *Insidious 2*. Their research revealed that the characters in these movies deliberately violated the maxims for various reasons. However, without access to the full research article, the specific findings and details of their study are not available. In another study by Kristiani, Utami, and Juniarta (2021), the researchers examined the movie *A Star is Born* and identified the dominant flouting maxim in the film as the maxim of quantity. They highlighted that the characters in the movie intentionally provided insufficient information or incomplete explanations in order to avoid upsetting others. Unfortunately, without access to the complete research article, specific details and additional findings from their study are not available.

This study purposed to analyzed the flouting of the principle of cooperation in the context of neglect that occurred on talkpod-talkshow, especially in terms of maxim. The data source used in this study came from the utterances of the speaker on the one of talkpod episodes entitled "*Surya Jegel Tes Pengetahuan Umum Chateez, jawabannya bikin naik darah!*". In this study, the researcher not only focus of principle of flouting maxim in general, but also discuss in detail the types of flouting maxim, such as flouting of maxim of quantity, flouting of maxim of quality, flouting of maxim of relevance, and flouting of maxim of manner. Based on Grice's theory (1975) of the principle of cooperation and the implications of conversation became the basis for this study. This theory states that there are certain principles in communicating that must be followed by the speakers and the message

conveyed can be understood correctly by the interlocutor. One of the principles of such cooperation is the principle of maxim. Thus, this maxim consists of four aspects, which are quantity, quality, relevance, and manner. Flouting maxim occurs when the speaker violates one aspect of the maxim principle. Therefore, in this study the researcher analyzed the flouting of this principle occur on talkpod-talkshow, as well as their impact on communication between speaker, hosts and the understanding of audiences.

RELATED LITERATURE

Flouting of Maxim

Flouting a maxim refers to the intentional violation or disregard of one of the conversational maxims proposed by Grice (1975). Grice's maxims are principles that guide effective and cooperative communication. When a speaker flouts a maxim, they purposefully deviate from it to convey a specific meaning or achieve a particular communicative effect. Flouting a maxim involves using language in a way that goes against the literal interpretation of the words spoken, relying on the shared understanding and implicatures to convey the intended message, according by (Grice, 1975 as cited in Yule, 1996). Flouting can involve saying something false, providing excessive or insufficient information, introducing irrelevant remarks, or communicating ambiguously or sarcastically. By flouting a maxim, speaker purposes to convey implied meanings, irony, or sarcasm, or to redirect the conversation's focus. Based on (Grice, 1975, as cited in Cutting, 2002), there are four types of flouting of maxim, that are flouting of maxim of quantity, flouting of maxim of quality, flouting of maxim of relevance and flouting of maxim of manner.

a. Flouting of Maxim of Quantity

Flouting the maxim of quantity refers to a situation where the conversationalists fail to adhere to the Cooperative Principle by not providing adequate or excessive information. This can happen when the speakers do not provide the required amount of information or share more information than necessary. The flouting of maxim of quantity can result in speakers being less or more informative than required.

b. Flouting of Maxim of Quality

Flouting maxim quality occurs when speakers provide unreliable or incorrect information. The speaker simply says something that does not represent what he or she actually thinks. The speaker fails to fulfill the maxim of quality; a maxim that requires the speaker to make a contribution that is true, that is not saying what is believed to be false and not saying that for which the speaker lacks of adequate evidence.

c. Flouting of Maxim of Relevance

Flouting maxim relevance occurs when the speaker provides information that is irrelevant to the topic or irrelevant to the ongoing conversation. Flouting maxim relevance means that the speakers of a conversation fail to be relevant in communicating. Speakers are usually being irrelevant in flouting maxim of relevance. However, being irrelevant does not purely mean that the speakers do not want to be relevant. Sometimes, speakers are being irrelevant because they want to hide something or to say something to others indirectly.

d. Flouting of Maxim of Manner

Flouting maxim manner occurs when the speaker gives information that does not correspond in an appropriate or polite manner. When someone flouting of maxim of

manner, they intentionally use language that is vague, ambiguous, or confusing, departing from the expected norms of direct and straightforward communication. The flouting of maxim often serves specific communicative purposes, such as conveying indirect meanings, sarcasm, or creating implicatures.

RESEARCH METHOD

In this study, the researcher presented the qualitative descriptive analysis. This research used qualitative method, in order to analyze the flouting maxim from the data source in talkpod-talkshow either the script or scene. Meanwhile the data were words, phrases, clauses, and sentences, which were taken from dialogues, and conversations by the speaker. This method was applied by analyzed on every conversation between the speaker and the host in the talk show "TalkPod"; a case of Chateez on TalkPod's YouTube channel.

In the process analyzing the data source, the researcher used several methods are involved in the data analysis process within this research based on Khothari (2004), which include the following:

1) Editing

In this stage, the researcher performed arranging the data by removing irrelevant data and discarding unnecessary information. The researcher edited the data by separating the utterances of the speakers, Chateez, and the hosts of the talkpod-talkshow, Surya and Indra, which were include the category of flouting or non-compliance with specific principles, based on the rules of maxim by Grice.

2) Coding

Furthermore, the researcher analyzed the data and add some of code in the

process of collected the data source. The subsequent phase involves coding, which entails assigning symbols to the gathered data. Several codes have been employed in this research, as follows:

Table 1 Types of Flouting of Maxims

Types of Flouting of Maxims	Code
Quantity	QNT
Quality	QLT
Relevance	RLV
Manner	MNR

Along with the previously mentioned codes, the researcher employed the time of each scene as an additional coding method in this research, as follows:

Table 2 Other Coding of Data

Name	Code
Scene	SCN

3) Classification

In the process of classified the data source, the classification was aligned with Grice's theory of maxims rules, by categorized the instances of flouting the maxim based on the utterances of the speaker in the conversation between the speaker and host of the program talk-show-talkpod.

4) Interpretation

The last process represents the final phase of the research. Here, the researcher provides a detailed description of the data and elucidates its relationship with Grice's theory. Subsequently, conclusions are drawn through interpretation, bolstered by

relevant theories, ensuring the reliability of the research findings.

FINDING AND DISCUSSION

Finding

In this study, the process of finding data by analyze the speaker utterances, Chateez in the conversation with Indra and Surya as hosts in the program talkshow-talkpod. In this stage, several instances of flouting maxims were identified, including the flouting of the quantity maxim, flouting of quality maxim, flouting of manner maxim, and flouting of relevance maxim. Here are the categories of flouting maxim from the data that was found, as follows:

Flouting Maxim Quantity

Flouting maxim quantity occurs when the speaker gives less or too much information so that it does not match what is supposed to be given. Flouting the Maxim of Quantity can serve various pragmatic purposes, such as creating ambiguity, expressing irony, or conveying social cues. It can be used to convey hidden meanings, create suspense, or prompt the listener to ask for more information. An example of flouting maxim quantity is when Indra Jegel gives an answer that is not related to the question posed. Here are some examples of the flouting maxim quantity that was found, as follows:

Data 1:

Indra: "Ibu kota Jawa Timur?"

Chateez: "Surabaya"

Indra: "Benar"

Chateez: "Iya, iyalah rumahku masa ga tau, kalau ga tau berarti tolol natural"

(SCN 00:08:14-00:08:22)

During the conversation, a notable incident occurred in violating the maxim of

quantity. This deviation happened due to Chateez's tendency to provide excessive information, surpassing the bounds of what was actually requested by Indra. Chateez tends to offer numerous unnecessary details and elaborations with the aim of creating a humorous effect and capturing attention. However, this action violates the principle of the maxim of quantity in the context of the conversation.

It is important to note that Chateez's inclination to provide excessive information is also influenced by the background of both hosts as comedians. As comedians, they tend to employ different communication strategies to achieve entertainment goals. In the context of a talk show, they may strive to create a humorous atmosphere and entertain the audience through the use of flouting the maxim of quantity. They believe that by providing more information, including that which was not requested, they can create a funny effect and elicit laughter from the audience. However, it is crucial to remember that in everyday conversations, as in this case, the use of flouting the maxim of quantity can hinder communication efficiency and cause confusion. Indra, as the interlocutor, did not receive a specific answer according to his question, thus necessitating additional inquiries to obtain clearer clarification. This demonstrates that flouting the maxim of quantity is not always effective in achieving the intended communicative goals.

In effort to maintain optimal communication efficiency and ensure more effective information exchange, Chateez should have provided a shorter answer, directly addressing the posed question without including irrelevant information. Consequently, the conveyed message would be clearer and easier to understand for Indra, minimizing confusion in the conversation. In the conversation, there was a flouting of the maxim included in the flouting maxim

quantity. This happened because Chateez provided too much information that Indra did not ask for. Instead, Chateez should have given a short answer and in accordance with the question posed.

Data 2:

Indra: "Jam berapa kejadiannya? Jam 8, jam 10?"

Chateez: "Malam"

Indra: "Tengah malam?"

Chateez: "Engga kalau tengah malam semua udah pulang"

Surya: "Ga semua udah pulang, tukang sate ada yang baru keluar tengah malam"

(SCN 00:14:40-00:14:54)

The conversation above is included in the flouting maxim quantity because it does not provide sufficient and relevant information. Firstly, we can see that when Indra asked about the time of the incident, Chateez gave a very general answer of "malam". This answer is too broad and does not provide specific information about the time of the incident in question. Chateez did not understand the question correctly or found it difficult to capture the context of the conversation that was happening. The causes Chateez flouted maxim quantity principle because Chateez does not provide more detailed information about the time of the incident. As a result, the answer he gave seemed to deviate from what was asked.

Flouting maxim quantity occurred again in the conversation above, when Indra asked if it was "tengah malam?", Chateez replied that everyone had gone home at that time. This is also included in flouting the principle of quantity because Chateez gave inaccurate information. This can happen due to Chateez's lack of focus in listening to the conversation. Chateez was telling a horror story where the place was very quiet, so he concluded that everyone had gone home.

Actually, if the incident happened in the middle of the night, there should still be people who are in the place, such as the sate seller who just came out at midnight Surya's answer it.

Flouting maxim quantity in the conversation above also occurred again when Surya tried to correct Chateez's answer by saying that "ngga semua orang sudah pulang waktu tengah malam" because there was a sate seller who had just come out at that time. the correction made by Surya could happen because he is a comedian who has a relaxed and humorous speaking style. Thus, the conversation which was originally tense because of telling horror stories became funny because it was associated with a sate seller. This also causes the conversation to fail to fulfil the principle of quantity because it does not provide enough appropriate information and deviates far from the question asked.

Data 3:

Surya: "Amoeba itu bakteri"

Chateez: "Ohh larva..."

Surya: "Amoeba, bukan larva"

Chateez: "Bakteri itu keju"

Indra: "Kok keju?"

Chateez: "Kan keju ada bakteri nya"

Surya: "Amoeba membelah"

Chateez: "Membelah?"

Surya: "Membelah semangka"

(SCN 00:08:41-00:09:03)

In the conversation, there was a situation where Chateez provided a response that did not align with the information conveyed by Surya. Surya explicitly stated that an amoeba is not a bacterium, offering a statement that was relevant to the ongoing topic. However, Chateez's response of "ohh larva" was completely unrelated and lacked any connection to the subject being discussed. This answer failed to contribute relevantly to

the conversation and instead introduced ambiguity.

Furthermore, as the conversation continued, Chateez once again flouted the quantity maxim by stating, "*bakteri itu keju*," which had no relevance to the current topic. This statement did not provide information that aligned with the previous question or subject matter. Consequently, the conversation became even more unclear, leaving Indra confused and wondering why Chateez mentioned cheese in that context. Therefore, in this conversation, there was a violation of the quantity maxim. Chateez did not provide a response that corresponded to the information shared by Surya and instead offered answers that were irrelevant to the ongoing topic.

Flouting Maxim Quality

Flouting Maxim Quality occurs when speakers provide unreliable or incorrect information. Flouting the Maxim of Quality can serve various communicative purposes, such as sarcasm, humor, or exaggeration for emphasis. It adds a layer of figurative or non-literal meaning to the conversation and can create an effect that goes beyond the straightforward conveyance of factual information. An example of flouting maxim quality is when Surya Insomnia provides inaccurate information about a topic. Below are some examples of flouting maxim quality that was found, as follows:

Data 1:

Indra: "Jam berapa kejadiannya? jam 8, jam 10?"

Chateez: "Malam"

Indra: "Tengah malam?"

Chateez: "Engga kalau tengah malam semua udah pulang"

Surya: "Ga semua udah pulang, tukang sate ada yang baru keluar tengah malam"

(SCN 00:14:40-00:14:54)

In the conversation, Indra posed a question to Chateez in order to ascertain the specific time of the incident. Indra was hoping to receive an answer indicating a precise hour, but Chateez responded with a lack of specificity by merely mentioning the word "*malam*." This response failed to provide adequate information and did not align with Indra's expectations. Observing that Chateez's answer did not meet Indra's expectations, Indra sought clarification by asking whether the incident occurred at 8 o'clock or 10 o'clock. Indra aimed to obtain clarity regarding the intended time. However, Chateez persisted in providing an unspecific response by stating, "*Ga semua udah pulang, tukang sate ada yang baru keluar tengah malam*" this answer still did not offer concrete and specific information regarding the queried time.

Furthermore, Surya subsequently presented an argument against the violation of the quantity maxim in the conversation. Surya provided an example of sate seller who go out at midnight. By offering this additional information, Surya attempted to explain that Chateez's earlier response was actually referring to the midnight timeframe. The supplementary information provided by Surya helped clarify the intended time referred by Chateez, thereby resolving the violation of the quantity maxim committed by Chateez. In addition, in the explanation from Surya, Indra could comprehend that Chateez was actually referring to the midnight time in their previous response. The information conveyed by Surya aided in refining Indra's understanding and addressing the confusion that arose due to the violation of the quantity maxim in the conversation.

Data 2:

Surya: "Kalian ngomong bertiga nyambung?"

Chateez: "Kalau livy bilang kalau misal ngomong sama aku otaknya berkurang"

Indra: "Dia sendiri aja udah kurang apalagi kalau sama kamu."

(SCN 00:17:13-00:17:28)

In this conversation, Chateez stated that if Livy talked to him, Livy's brain would decrease. This statement is clearly illogical. Then, Indra said that if Livy only talked to Chateez, Livy's brain would decrease. This statement is also untrue and appears to be a joke, but it still violates the principle of honesty in conversation. The first statement given by Chateez about Livy's brain decreasing if she talks to Chateez is clearly an absurd and illogical statement both logically and scientifically. The statement lacks strong evidence or basis and sounds nonsensical. Furthermore, Indra responded by saying that Livy's brain would decrease if she only talked to Chateez. This statement is also untrue and seems like a joke. Although it is likely that this statement was intended as a jest or banter in the conversation, it still violates the principle of honesty in communication.

In the principle of communication, honesty is important to maintain trust and ensure that the information conveyed is true and reliable. In this case, the inaccurate or false statements made by both Chateez and Indra violate the principle of honesty in the conversation. Although the context of this conversation is likely just a joke, it is still important to pay attention to the principle of honesty in communication. The principle of honesty helps maintain the integrity and quality of communication among conversation participants.

Flouting Maxim Manner

Flouting Maxim Manner occurs when the speaker gives information that does not correspond in an appropriate or polite manner. Flouting the Maxim of Manner can

serve various communicative purposes, such as expressing uncertainty, hesitancy, or providing a casual or informal tone. It may be used for rhetorical effects, humor, or to convey a specific attitude or style in speech. An example of flouting maxim manner is when Indra Jegel interrupts Surya Insomnia's conversation in a disrespectful manner. Here are some examples of flouting maxim of manner that was found from the data, as follows:

Data 1:

Indra: "Ibu kota Jawa Timur"

Chateez: "Surabaya"

Indra: "Benarr"

Chateez: "Iya, iyalah rumahku masa ga tau, kalau ga tau berarti tolol natural"

(SCN 00:08:14-00:08:22)

The conversation flouted the maxim of manner because it includes the use of the phrase "*tolol natural*," which is vague and inappropriate for the communication situation at hand. In this conversation, the phrase "*tolol natural*" is used to refer to someone. However, the use of this phrase is not appropriate in the given communication context. The phrase "*tolol natural*" has an unclear meaning and is impolite in formal or professional communication settings. Its usage does not align with the principles of clarity and appropriateness in communication. The principle of clarity emphasizes the importance of using clear and precise language to ensure that the message is well-understood by the other party. The use of ambiguous or contextually inappropriate terms can hinder understanding and obscure the communication's intended purpose.

Furthermore, the use of the phrase "*tolol natural*" also flouted the principle of politeness in communication. The principle of politeness emphasizes the significance of

using language that is respectful and adheres to social norms in communication. The use of offensive or inappropriate language can damage interpersonal relationships and create tension in the conversation. Therefore, the use of the phrase "*tolol natural*" in the conversation flouting the maxim of manner because the phrase is unclear and does not align with the communication situation at hand. It is essential for all participants in a conversation to carefully consider their choice of words to ensure they are appropriate, clear, and polite, allowing the communication's objectives to be achieved effectively and harmoniously.

Data 2:

Indra: "*Artis kan pekerjaan seni, seniman*"

Chateez: "*Emang aku berseni ya?*"

Surya: "*Iyalah orang kamu kencing kok*"

(SCN 00:12:11-00:12:17)

The above conversation is included in the flouting maxim manner because it does not adhere to the principle of clarity. In the conversation, Chateez asked the rhetorical question "*emang aku berseni ya?*" in response to Indra's statement about artists and performers. However, the question does not provide clear information or a precise answer to Indra's statement. This is due to Chateez's lack of focus and ability to grasp the meaning of the statement made to him. As a result, the conversation flouting the principle of flouting maxim manner, which demands that communication be kept clear and informative for the parties involved.

The above conversation flouting maxim manner also because it contains rude and disrespectful language: Surya used rude and disrespectful language in his response to Chateez. This happened because Surya wanted to make the audience feel entertained and laugh with what he said. However, using rude words that are not in accordance with

social norms violates the maxim of manner because a conversation requires the use of polite and courteous language in communication. This offence disrupts the quality of the conversation and flouting the principle of flouting maxim manner which teaches the use of language that is dignified and does not hurt the feelings of the other party.

Flouting maxim manner occurs again in this conversation because it does not pay attention to the principle of propriety: Surya's response that Chateez "*orang kamu kencing kok*" does not pay attention to the principle of appropriateness in communication. The statement is inappropriate and does not comply with social norms that require us to respect the other person. However, this is actually done by Surya because he is a comedian and it requires him to find funny conversations that will delight people. As a result, he committed a flouting of the principle of flouting maxim of manner by not involving the use of language that respects and values the interlocutor, which was not fulfilled in the conversation. Flouting of this principle interferes with the effectiveness of communication and can damage the relationship between the speakers. It is important to understand and follow the relevant principles of communication in order to have a good and respectful conversation.

Flouting Maxim Relevance

Flouting maxim relevance occurs when speaker provides information that is irrelevant to the topic or irrelevant to the ongoing conversation. Flouting the Maxim of Relevance can serve various communicative purposes, such as redirecting the conversation, avoiding a sensitive topic, or simply engaging in a non-sequitur for humor or personal interest. It can be used to introduce a new topic, change the direction of the conversation, or express a desire to share

personal experiences. An example of flouting maxim relevance is when Indra Jegel talks about topics that are not related to the topic of conversation at that time. Here are some examples of the flouting maxim relevance that was found, as follows:

Data 1:

Surya: "Kalau amoeba berkembang biak dengan?"

Chateez: "Terumbu karang."
(SCN 00:08:25-00:08:32)

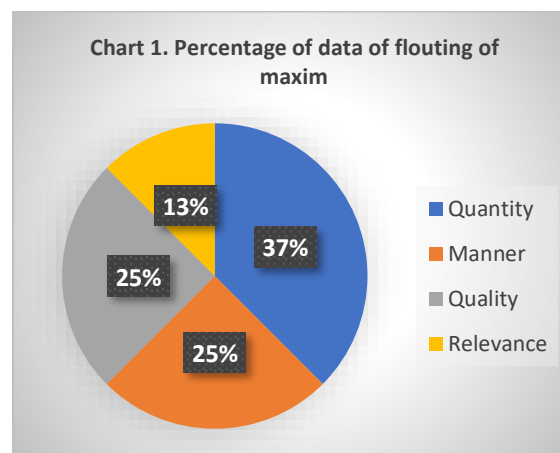
The conversation above flouting the principle of the maxim of relevance, which implies that participants in a conversation should provide information that is relevant and related to the topic being discussed. Here, there are several reasons why this conversation violates the principle including, the occurrence of Misinformation. It happened when Chateez gave the answer "*terumbu karang*" which was irrelevant to the question asked by Surya about how amoebas breed. This can happen due to Chateez's ignorance about the topic of discussion that is being asked so that he answers it carelessly. Coral reefs are different organisms and are not related to amoeba reproduction. This shows that Chateez gave a wrong answer or did not understand the question well.

The above conversation is also included in Flouting Maxims relevant due to Logical Inconsistency. This is shown when Chateez gives an answer that has no logical consistency with the question asked. Surya's question relates to how amoebas reproduce, which should be answered with reproduction methods or unique characteristics possessed by amoebas. However, the answer "*terumbu karang*" did not provide a consistent or related explanation to the question. As a result, the conversation did not connect and seemed to be a joke because many people laughed when the answer was given.

Flouting maxim relevance also occurs in the above conversation due to ineffectiveness of communication. This conversation Flouting the principle of relevance because it is ineffective in conveying useful and related information. Chateez's deliberately irrelevant answer causes confusion for the listener or receiver of the message. This hinders the purpose of communication which should be to exchange relevant and useful information. The principle of relevance is important in effective communication and mutual understanding, and a Flouting of this principle can result in vagueness and confusion in the conversation.

Discussion

In this study, researchers determined and classified the types of flouting maxim found in the talk show a case of Chateez utterances with Indra Jegel and Surya Insomnia through the application of the theory of maxim by Grice. Here are the percentage of flouting of maxim that we found in the video on YouTube channel talkpod-talkshow, as follows:



Based on finding data, the researcher found that the speaker, Chateez flouted all categories of maxims rules by Grice. There

are eight conversations of data that contain flouting of maxims in the form of 19 utterances, consisting of 12 flouting of the quantity of maxims in 3 conversation data, three flouting of quality of maxims in 2 conversation data, three flouting of the manner of maxims in 2 conversation data, and one flouting of the relevance of maxim. Thus, the researcher found that the most frequently flouted maxims in the podcast were flouting of the maxim of quantity, where a total of 3 data of conversations. However, the least or the rare flouting occurs in the analyzed flouting maxim that the researcher found, based on the data source, is the flouting maxim of relevance because 1 data conversation that the researcher found from analyzing the data source. The flouting of the maxim of quantity is most often flouted, perhaps due to the setting of the talk show, which tends to be enjoyable, and the program host, a comedian. Additionally, the speaker has a unique personality and often connects in answering the questions and statements being spoken, and often even says obscure things to create an atmosphere of humor. The speaker is also a native of East Java, and some vocabulary maybe not be understood because a native delivers Talkpod itself from Jakarta.

Meanwhile, we also found the data overlap, which consist in one conversation. Thus, 2 flouting were found in the conversation. The following is an example of overlap of data that we have found, as follows:

Data 1:

Indra : "Ibu kota Jawa Timur ?

Chateez : "Surabaya"

Indra : "Benar"

Chateez : "Iya, iyalah rumahku masa ga tau, kalau ga tau berarti tolol natural"

The above conversation revealed flouting of conversation of maxims,

specifically the maxim of manner and the maxim of quantity. Overlap occurs when some of utterances are found in one conversation and flouted the different rules of maxim. Thus, the conversation above flouted 2 maxims, which is the speaker gives excessive information in one utterance, speaker provided excessive information within a single utterance, resulting in an overload of details that could hinder effective communication. Furthermore, another flouting was observed in the form of impolite or inappropriate language used by a speaker, thereby breaching the maxim of manner. By disregarding the norms of politeness and respectful communication, the speaker diminished the effectiveness of the conversation.

In addition, this research, show that Grice's maxim theory remains relevant, given that the study has uncovered violations of all types of flouting. These include the flouting of the maxim of quantity, flouting of quality, flouting of the maxim of manner, and flouting of the maxim of relevance. However, there is evidence of overlap of data in conversation. The occurrence of data overlap in this study indicates that there are situations where violations of various types of flouting occur simultaneously. This demonstrates the complexity of communication interaction and the application of Grice's maxim principles. This suggests that complex communication contexts or specific situations can influence how the maxims are applied in conversations. Therefore, it is important to pay attention to this data overlap and consider it as an integral part of understanding the complexity and dynamics of human communication.

CONCLUSION

In this study, the researcher used the theory based on cooperative principle, proposed by Paul Grice (1975) which

establishes four maxims, those are maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner. This study, identified the types of flouting maxims that occurred on the Chateez's utterances and clarified how flouting maxims happens in conversation as well as on talk shows "TalkPod" a case of Chateez. The speaker, Chateez flouted all of maxim, which is consist flouting of maxim of quantity, flouting of maxim of quality, flouting of maxim of manner, flouting of maxim of relevance, among these four flouting maxims, flouting maxim quantity flouted as the most frequently in the speaker's utterance. The reason why flouting maxim quantity become the most frequently because background setting of the talkshow is enjoyable and host of the talkshow is a comedian, which create a humorous situation. Therefore, flouting of maxim of relevance rarely show in the talkshow.

This study has some similarities and differences with the previous studies. The results of this study we found there Thus, just like the previous studies, we used Paul Grice Theory and Qualitative Method. Previous studies have found different data sources and produced different results. First, a study by Detrianto and Degaf, in "A socio-pragmatics study: Flouting of conversational maxims found in Merjosari traditional market, Malang-Indonesia" (2017) used one of traditional markets in Indonesia as the data source and found that the sellers or buyers are flouted all kind of maxims. Second, a study by Adil in "A pragmatic analysis of maxim flouting to create verbal humor in the Netflix series "Pretty Smart" (2021) used Pretty Smart Movie as the data source and identified the type of maxim flouting in The Netflix Series Pretty Smart and how the flouting maxim used by the characters in the Netflix series Pretty Smart to create verbal humor. The most dominant flouting maxim that was

found from the result of this study is flouting of maxim of quality, whereas the rarely flouting of maxim is manner. Third, a study by Gustary in "The analysis of flouting maxim in Mata Najwa's talk show" (2018) used Mata Najwa's talk show and identified that the guest speaker of the show flouted all the maxims. The guest speaker flouted maxims through six manners that are giving more and lack information, saying something that lacks evidence, giving irrelevant responses, saying something ambiguous/unclear and giving unnecessary prolixity (verbosity). The result of the study present, the most dominant of flouting of maxim that found from the data source is flouting maxim of manner, which occur 13 utterances, and the rarely is flouting of maxim of quality. The different result of dominant flouted of maxim between this research and the previous study occur because of the background and the setting of talk show. In the research by Gustary, the data source used the politics talk show which has a serious situation and serious themes of the topics.

Although this study provides valuable insights, there are several limitations that need to be considered. First, this research only involved one data source: the talk show "TalkPod", a case of Chateez, which may reduce the diversity in the analysis. Second, the data is limited, only analyzed the flouting of maxim purposed by Grice. Whereas, the the observance of the maxims involves violating, infringing, and opting out. Therefore, this study prevents less comprehensive in the used of the observance of the maxim rules. Third, the research method used is qualitative, limiting the generalizability of the findings. Therefore, future research should consider expanding the number of data sources studied, including another talk show by Chateez to increase the variation, incorporating data from previous years for more comparative analysis, and

employing a quantitative approach to allow broader application of the research.

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