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Politeness Maxims Analyzed in Taulany TV's Vlog, Showcasing Ayu Ting Ting's Large House

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Abstract: This research aims to analyse the application of the maxim of politeness in Taulany TV vlogs, focusing on the episode featuring Ayu Ting Ting's house. The method used is qualitative content analysis of vlog videos by selecting relevant vlog samples and analysing conversation transcriptions to identify the application of the maxim of politeness. The results show that deviations from the maxim of quantity and maxim of relationship often occur when the speaker provides more information than necessary or makes statements that are not directly relevant to the previous discussion. This research provides new insights into the adaptation of the politeness maxim in the context of vlogs and emphasizes the importance of considering contextual factors in digital communication. It also contributes to the development of more effective and ethical communication theories.

Keywords: Politeness Maxims, Qualitative Content Analysis, Vlogs, Digital Communication, Contextual Factors

INTRODUCTION

In the current digital era, vlogs have become a popular communication medium and often reflect daily social interactions. Therefore, understanding the application of the maxim of politeness in the context of informal social media is very important. Taulany TV's vlog, as a YouTube channel that has many followers, displays various interactions that reflect the dynamics of digital communication.

This research focuses on analyzing the maxim of politeness in Taulany TV vlogs, especially the episode featuring Ayu Ting Ting's house. This episode was chosen because it depicts a conversation between host Andre Taulany and Ayu Ting Ting, which reflects everyday interactions and the application of the maxim of politeness in digital communication. Understanding the application of the maxim of politeness in vlogs can provide new insights into the dynamics of digital communication. This is important because the increasingly widespread use of social media can affect relationships between individuals. Therefore, this research aims to identify and analyze the application of politeness maxims in conversations that occur in Taulany TV vlogs.

This research adopts the politeness theory framework proposed by researchers such as Leech (1983) and Brown and Levinson (1987). This theory identifies six maxims of politeness, namely politeness of action, politeness of development, politeness of quantity, politeness of quality, politeness of relevance, and politeness of fashion.

This research aims to identify and analyze the application of politeness maxims in conversations that occur in Taulany TV vlogs. By understanding how hosts and guests interact, we can evaluate whether the principles of civility are being implemented well or whether violations are occurring. This research uses the politeness theory framework proposed by Leech (1983) and Brown and Levinson (1987) to analyze conversations in Taulany TV vlog episodes. This framework will help in understanding the dynamics of applying the maxim of politeness in digital communication and its contribution to the development of more effective and ethical communication theories.

METHODS

This section should provide enough detail to allow other researchers to replicate the study. Describe the research design, data collection techniques, experimental procedures, and analysis methods in a clear and logical order. Specify all materials and equipment used, including model numbers and manufacturers where relevant. If standard methods were modified, describe the changes and justify them. The methodology should also include ethical considerations (if applicable) and data analysis tools or software used.

The research method used in this research is qualitative content analysis of vlog videos. First, the researcher selected vlog video samples that were relevant to the research topic. Selection criteria can be based on the popularity of the vlog, the relevance of the topic, or the demographic characteristics of the vlogger. After the sample was selected, the researcher transcribed the conversation in the vlog video. These transcriptions were then analyzed to identify and categorize examples of politeness maxims. This analysis involves the subjective judgment of the researcher and may involve several rounds of scoring to ensure reliability.

Apart from that, researchers also conducted contextual analysis to understand the background and situations in which the maxim of politeness is applied. This involves additional research about the vlogger, their audience, and the cultural and social context in which the vlog was created.

Overall, this research method allows researchers to gain an in-depth understanding of how politeness maxims are applied in everyday conversations in the context of digital media. Although this method requires significant time and effort, the results can provide valuable insights for communication theory and practice.

FINDINGS AND DISCUSSION

In this research, we performed a comprehensive analysis of the principle of politeness as demonstrated in the video blog titled "View the House of Ayu Ting Ting Biduan Depok. Very Large Neighborhood's House, All Bought" featured on the Taulany TV YouTube channel. By engaging in meticulous qualitative examination, we recognized a range of politeness principles showcased in the conversations within the video blogs.

Figure 1

Andre Taulany and Tono as his personal assistants in the Taulany TV 2024 YouTube Channel Vlog at 04.22 minutes



Andre: "Wow, the car is really cool... it's white, which is nice"

The sentence: "Wow, the car is really cool..." It's white, which is good." Andre seems to be flouting the maxim of quantity by supplying more information than is actually required for the discourse. This flouting generates a conversational implicature that indicates Andre is not only making an observation on the automobile's color but also expressing a personal preference or good opinion about the car, particularly its white hue. The conversational implication here may be that Andre notices the white automobile and is considering purchasing it or suggesting it to someone else. It also suggests that the color white on a vehicle has some charm or aesthetic value. The words "really cool" and "nice" convey a strong favorable feeling that extends beyond just reporting a fact about the car's color, implying that the white hue contributes greatly to the car's overall appeal.

Figure 2

Andre Taulany and Ayu Ting Ting in Taulany TV YouTube Channel Vlog 2024 at 07.09 minutes



Andre: "This is Ayu. Ouch. Your house is really extraordinary."

Ayu: "It's a shame the house is like this."

Andre: "It's really narrow from the outside; cars are grazing... but I'm sure it's still spacious inside."

There are occasions in the dialogue supplied where Grice's conversational maxims are not followed:

Andre's comment, "Your house is really extraordinary," may be violating the maxim of quality, which requires truthfulness. He may not mean that the home is outstanding, but rather that he is employing sarcasm to convey the contrary.

Ayu's reaction, "It's a shame the house is like this," appears to violate the maxim of relationship by remaining relevant. She might be suggesting unhappiness with the house's current state or a wish for something else.

Andre's response: "It's really narrow from the outside; cars are grazing... but I'm sure it's still spacious inside," contradicts the Maxim of Manner, which advocates clarity. He implies that, despite appearances, the mansion is surprisingly spacious.

The conversational implications here could be: Andre might be sarcastically criticizing the house while pretending to praise it. Ayu could be expressing regret or disappointment about the state of the house. André might be reassuring or trying to find a positive aspect of the house, suggesting that its interior is better than its exterior suggests. These implications rely on the listener's ability to infer the intended meaning behind the statements that are not explicitly stated.

Figure 3

Andre Taulany and Ayu Ting Ting in Taulany TV YouTube Channel Vlog 2024 at 13.52 minutes



Andre: "In the past, it wasn't recommended at this time, I've seen that in a video like that, YouTube... Hey, there's still a plate rack, what's that?"

Ayu: "Don't make it up"

Andre : "There was a long time ago"

Ayu : "There's the kitchen..it's different.."

In the dialogue between Andre and Ayu, there are several instances where the conversational maxims are not strictly observed:

Andre's initial statement could be seen as flouting the maxim of relationship, as he seems to be changing the topic abruptly without clear relevance to the previous discussion. Ayu's response, "Don't make it up," suggests a violation of the maxim of quality, where she implies that André might not be truthful or lacks evidence for his claim. Andre's insistence, "There was a long time ago," could be flouting the maxim of quantity by not

providing enough information to be fully informative. Ayu's final remark, "There's the kitchen... it's different..." may flout the maxim of Manner by being vague and potentially ambiguous.

The conversational implicatures that can be drawn from these non-observances reveal subtle layers of meaning in the interaction between Andre and Ayu. Andre's initial remark about the plate rack implies that he finds something noteworthy or unusual about it—something he expects Ayu to notice or recall as well. This may suggest that the plate rack holds some relevance to a shared experience or memory. Ayu's immediate response, accusing Andre of making things up, indicates a level of skepticism. This could mean she either doubts the truthfulness of his claim or suspects he is exaggerating for dramatic effect. Furthermore, Andre's comment about how things used to be may point to a deeper, possibly nostalgic association with the plate rack, hinting at a past that holds personal significance for him. Ayu's observation that the kitchen looks different could imply that there have been changes since Andre last visited, emphasizing a passage of time or shifts in their shared environment that may carry emotional weight within the conversation.

Figure 4

Andre Taulany and Ayu Ting Ting in Taulany TV YouTube Channel Vlog 2024 at 16.21 minutes



Andre: "Is this Bilqis' leg?"

Ayu: "Who is it? Her feet used to be molded; when they were babies, they were molded like that, sir."

Andre: "Huh! Did you take it off like that?" Ayu: "No, hahaha."

In this dialogue, Ayu's response is "No, hahaha" after Andre's question, "Huh! Did you take it off like that?" could be seen as flouting the maxim of quality, which requires a speaker to be truthful. Ayu's laughter indicates that the response may not be meant to be taken literally, and she is not providing a direct answer to Andre's question.

The conversational implicature that can be generated from this non-observance could be that Ayu finds Andre's question amusing or absurd, implying that the idea of "taking off" Bilqis' leg is so outlandish that it's laughable. This implicature relies on the assumption that both speakers are aware of the absurdity of the question and that Ayu's laughter serves to highlight this absurdity rather than provide factual information.

Figure 5

Andre Taulany and Ayu Ting Ting in Taulany TV YouTube Channel Vlog 2024 at 17.50 minutes



Ayu: "So, mom and dad always get used to their children having to eat at the dinner table."

Andre: "That's absolutely true, Ayu."

Ayu: "It's not allowed if it's not at the dining table."

Andre: "That's right, it's been like that since childhood... because of the closeness of the household when they gather at the dinner table."

In the conversation between Ayu and Andre, there is an observance of Grice's conversational maxims rather than a non-observance. They are adhering to the maxims of quality and relationship by providing truthful information and staying relevant to the topic of family dining practices.

However, if we were to consider any potential non-observance, it could be a subtle flouting of the maxim of quantity. Ayu's statement, "It's not allowed if it's not at the dining table," might be seen as providing more information than is strictly necessary for the conversation. This could generate the conversational implicature that there is a strict rule or a strong family tradition regarding dining at the table, which goes beyond mere habit and into the realm of enforced family values.

The conversational implications here could be that the family places a high value on togetherness and that meals are a time for family bonding. Andre's agreement and addition about the closeness of the household when gathering at the dinner table reinforce this implicature, suggesting that these dining practices are integral to maintaining family relationships.

Figure 6

Andre Taulany and Ayu Ting Ting in Taulany TV YouTube Channel Vlog 2024 at 29.06 minutes



Andre: "Well, where is this door?" Ayu: "This is the exit."

Andre: "where?"

Ayu: "to the washing place." Andre: "Oh, that was to the back."

In dialogue, there is non-compliance with the maxim, namely, violating the maxim of relationship, which is about relevance. Ayu's response initially seemed unrelated to Andre's direct question about the location of the door, leading to a conversational implicature.

In the resulting conversational implicature here, Ayu implies additional information or context about the location of the door without stating it explicitly. For example, by saying "This is the exit," Ayu implies that the door that Andre is asking about is not just any door but a specific exit. When Ayu says "to the washing place," it explains that the door leads to a place related to washing and not just the door to the back. Andre's realization, "Oh, that's to the back," shows that he concluded from Ayu's instructions that the door in question did lead to the back of the current location.

Figure 7

Andre Taulany and Ayu Ting Ting in Taulany TV YouTube Channel Vlog 2024 at 29.25 minutes



Ayu: "It should be closed, bro" (pointing to the hole to be covered and leveled using ceramic

Andre: "Yeah... it should be flat... but it's definitely going to be high towards the bottom."

In this conversation between Ayu and Andre, the non-observance of maxims is present,

particularly flouting the Maxim of Relation. Ayu's statement about closing the hole and Andre's response about it being flat and high towards the bottom do not directly relate to each other in a straightforward manner. The conversational implicature that can be generated from this non-observance might include: Ayu's statement "It should be closed, bro" could imply that there is a problem or potential hazard with the hole that necessitates covering it. This is not explicitly stated but is implied through the suggestion of taking action.

Andre's response "Yeah... it should be flat... but it's definitely going to be high towards the bottom" could imply that while he agrees with the need for the surface to be flat, there is an issue with the height towards the bottom that will remain a concern even if the hole is covered and made flat.

These implicatures suggest that both Ayu and Andre are communicating more than what is said explicitly. They are relying on the shared context and understanding that there are additional concerns with the hole that are not being directly addressed in the conversation. This indirect communication allows them to convey their concerns and agreement on the issue without stating everything explicitly.

The results reveal that in digital communication, especially in Taulany TV vlogs, deviations from the maxim of quantity and the maxim of relationship often occur. Speakers tend to provide more information than necessary or make statements that are not directly relevant to the previous discussion. These findings provide new insights into how politeness maxims are adapted in the context of vlogs and emphasize the importance of considering contextual factors in digital communication. By understanding the application of the principles of politeness in vlogs, we can improve the quality of social interactions in an increasingly complex digital world. This research also contributes to the development of more effective and ethical communication theories.

CONCLUSION

This research succeeded in uncovering the elements of applying the courteousness proverb in advanced communication, particularly in Taulany TV vlogs. The results of the examination indicate that deviations from the proverb of amount and the proverb of relationship frequently happen when the speaker gives more data than is fundamental or makes articulations that are not specifically significant to the past discourse. These discoveries give unused insights into how respectfulness adages are adjusted within the setting of vlogs and emphasize the significance of considering relevant variables in advanced communication. By understanding the application of the standards of politeness in vlogs, we will improve the quality of social intelligence in an increasingly complex computerized world. This investigation also contributes to the improvement of more viable and moral communication speculations.

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