

## **AN ANALYSIS OF NON-OBSERVANCE MAXIMS AND THE IMPLICATURE IN THE PODCAST YOUTUBE CHANNEL THE LEONARDO'S "FACE TO FACE WITH ONADIO LEONARDO - VIOR"**

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**Abstract:** This research is Analysis of Non-Observance Maxims and The Implicature In The Podcast On The Leonardo's youtube Channel "Face to Face with Onadio Leonardo - Vior" which is 41:10 minutes long. This research uses Qualitative descriptive method, data collection technique by watching podcasts then analyzing the non-observant maxims in the conversation and then writing them down. The data source in this research is conversations in podcasts on channels Youtube "Face to Face with Onadio Leonardo - Vior". Analysis results show podcast reveals six non-observance maxims, including flouting relevance 4, violating maxim 1, and opting out maxim 1. The most common non-observance maxim is flouting relevance, consisting of three statements. This investigation helps determine which maxims were broken in the podcast.

**Keywords:** Non-Observance Maxims, The Implicature, Podcast

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### **INTRODUCTION**

This study aims to an analysis of non-observance maxims and the implicature in the podcast Youtube channel The Leonardo's which is entitled "Face to Face with Onadio Leonardo - Vior". This research only focuses on conversational dialogue where in some conversations in the podcast there are certain types of implicatures or Non observance of maxims. The conversation in the podcast is a casual chat between onad and vior. People exchange messages in order to arrive at a shared understanding through the process of communication. In podcasts, people usually exchange messages to achieve mutual understanding through the communication process. Sometimes, people undermine the cooperative communication principle. When someone non-observance maxim, it indicates that they did not mean to follow it. The speaker appears not to be intentionally adhering to the maxim when they disregard it. What the speakers don't fully or coherently say the speaker instructed to "flout the maxims," which are the main maxims. When the speaker disobeys the maxim, the hearer and the speaker could have a miscommunication that leads to a failed conversation. When a speaker disregards this rule, the listener is left with only the surface meaning of what they have said, not the whole truth.

In the past, communication took place mostly through traditional media like phones, e-mail, and SMS. However, these days, communication takes place through more contemporary media, keeping up with the rapid advancement of technology (Alhadlaq, 2016). Examples of this include social media, blogs, Whatsapp, and podcasts. The podcast is a contemporary communication medium that belongs to the informal, non-formal audio genre. This genre is growing in popularity as a more mainstream religious phenomenon (Sullivan, 2019). A podcast, sometimes known as fail media digital, is a contemporary kind of non-formal audio communication that is informal in nature. Podcast communication is informal and covers a variety of topics and genres, including komedi, news, politics, sukan,

and other similar topics. The content produced for a podcast is the same as the content produced for another medium. It is analyzed by narrative scientists who determine the parameters of a story in terms of sumber, time that is set aside, narrative focuses or aturan, and determines the media type that is used for each story segment.

The success of the conversation depends on the listeners understanding the speaker's precise goals. But when we communicate verbally, we often cease to communicate fully and truthfully, which makes it harder for the other person to understand what we are saying. For the conversation to succeed, the listeners must understand the speaker's precise intentions. As a result, deep understanding between the speaker and the listener is necessary for effective communication. Nonetheless, it frequently occurs that the speaker's intended meaning is lost on the listener due to a message that is excessively vague, ambiguous, or nonsensical. Effective communication can be achieved by communicating the "cooperative principle," sometimes known as the cooperative principle. The phrase "make your contribution such as required, as the stage at which" defines the cooperative principle.

Which it occurs, by the agreed-upon goal or direction of the conversation you are participating in. The cooperation notion basically says that in order for there to be effective communication, each speaker needs to contribute. Providing the audience with sufficient knowledge that is accurate, comprehensible, cohesive, and relevant to the topic at hand is the aim of the intended contribution. This principle is called the cooperative principle. Grice 1975 put forward the principle of cooperation consisting of four maxims, namely 1) maxim of quality, 2) maxim of quantity, 3) maxim of relevance and 4) maxim of manner. This is necessary to ensure effective communication. The idea of implicature, in which speakers convey meaning beyond the literal understanding of their words, is central to our investigation. We dissect how implicatures are created, negotiated, and understood in podcast interactions using Grice's Cooperative Principle and Relevance Theory as our guides. In podcasting, implicatures play a crucial role in evoking complex emotions, social dynamics, and cultural quirks through clever omissions, indirect speech acts, and subtle insinuations. Moreover, by acknowledging implicatures' diversity across linguistic and cultural settings, this research aims to offer light on their complex character.

Since this podcast involves a conversation between the host and a guest discussing a certain topic, this conversation can non observance the maxims of the principle of cooperation in conveying messages and providing information to listeners. Therefore, researchers are interested in analyzing the non-observance of maxims and implicatures in The Leonardo's podcast under the title Leonardo's Podcast Entitled Face to Face with Onadio Leonardo – Vior.

## METHODS

The method used in this research is qualitative. Researchers use descriptive qualitative research because the results of the study describe the event descriptively by using Grice's theory (1975) to find out the non-observance of maxims and implicatures. According to Zahra & Suyudi (2023), The descriptive qualitative method is a research approach that focuses on comprehending a Phenomena by analyzing its characteristics. Data collection methods in the form of written documentation and image documentation. Another reason why this method occurs the ones chosen are those that will be studied by Researchers data quality, which means so suitable method for this research. That The research results will be an explanation from the data found without numbers like statistics. This data collection procedure His research includes Watching the Leonardo's podcast entitled "Face to Face with Onadio Leonardo - Vior", finding dialogue related to non-compliance with maxims, comment and identify dialogue related, counts the amount of related data. The data that has been collected

will analyzed by categorizing related one dialogue, analyzing the data found based on non-observance of the maxim, determine the most dominant type, and write conclusions based on the analysis data.

## RESULT AND DISCUSSION

The research of non-observance maxims and the implicature in the podcast is the aim of this study. Based on the data analysis results, the researcher gathered information and created a table showing the total number of maxim violation. The table is as follows:

**Table 1. Non-Observance Of Maxims**

Sentence	Type of Non-Observance	Type of Maxim
<p><i>Onad: Berarti kamu pernah makan empal gentong di Cirebon?</i> (Onad: Then have you ever eaten empal gentong in Cirebon?)</p> <p><i>Vior: Papiku punya bengkel dicirebon.</i> (Vior: My father has a workshop in Cirebon)</p>	Flouting	Relevance
<p><i>Onad: Kenapa kamu pengen jadi artis? Ada gak artis yang kamu suka seperti aku mau deh jadi kaya dia.</i> (Onad: Why do you want to be an artist? Are there any artists that you like, like I want to be like them?)</p> <p><i>Vior; Karena aku suka diperhatiin. Jadi diperhatiin fans aku seneng, diperhatiin pacar aku juga seneng meskipun lebih cari perhatian.</i> (Vior; Because I like to be noticed. So being cared for by my fans is nice, being cared for by my girlfriend is also nice even though she's more attention-seeking.)</p>	Violating	Quality
<p><i>Onad: Temen temen kamu seperti apa?</i> (Onal: What are your friends like?)</p> <p><i>Vior: Ngomongin teman teman aku jadi overthink.</i> (Vior: Talking about my friends, I overthink.)</p>	Opting Out	Relevance
<p><i>Onad: Kamu mau main sinetron?</i> (Onal: Do you want to play a soap opera?)</p>	Flouting	Manner

Vior: <i>Aku mau jadi artis biar ada prestasinya.</i> (Vior: I want to be an artist so I can have achievements)		
Onad: <i>Mimpi kamu mau jadi apa?</i> (Onal: What is your dream?)  Vior: <i>Kata Ir Soekarno presiden pertama kita, mimpilah setinggi tingginya karena kalau jatuh kalian akan jatuh diantara bintang bintang.</i> (Vior: Ir Soekarno, our first president, said, dream as high as you can because if you fall, you will fall among the stars.)	Flouting	Relevance
Onad: <i>Kamu pernah ke dufan ga?</i> (Onal: Have you ever been to Dufan?)  Vior: <i>Aku suka banget naik tornado</i> (Vior: I really like riding in tornadoes)	Flouting	Relevance

The table above shows Non observance of maxims in the podcast "Face to Face with Onadio Leonardo - Vior". It can be seen that in the podcast there are several conversations that contain among others: Flouting Relevance of maxims, Violating Quality of maxims, Opting Out Relevance of Maxim, and Flouting manner of maxims. Below will be a more detailed explanation of the sentences that do not comply with the maxims above:

#### DATA 1

In the data above, non-observance with the maxim of relevance occurs when the conversation is not focused on a relevant topic, namely eating empal gentong in Cirebon, and leads to an unrelated topic, namely a workshop in Cirebon. The condition of disobeying this maxim can be categorized as a Flouting Relevance of Maxim, because the conversation does not maintain a relevant topic. therefore the data above is said to be irrelevant. The implication in this dialogue is that Vior may indicate that their father's workshop in Cirebon is an important aspect of their family's relationship with the city, even though it is not directly related to the city's eating empal gentong. This conclusion is drawn from the fact that Vior's response does not answer the question directly. Vior should be able to answer "never have eaten empal gentong" or "I have eaten empal gentong".

#### DATA 2

Non-Observance to the maxim above is Violating Quality of Maxim. Vior's response can be seen as an example of a maxim violating of quality, as Vior did not provide a clear or direct answer to the question asked. Vior avoided the question and focused on other aspects she

liked. When Onad asked "Why do you want to be a celebrity? Is there an artist you like. Like "do you want to be like him?"

The implication in this dialogue is that Vior's desire for attention and care could be a significant motivation for her to pursue a career in the arts, although it is not stated explicitly. This conclusion is drawn from the fact that Vior's responses do not directly answer the question of their artistic aspirations, but rather emphasize their personal preferences for attention and attention, which can be seen as a way to indirectly reveal their motivation for becoming an artist. In the conversation on the podcast, Vior can directly answer the artists he likes. Like Nagita Savina and others.

### **DATA 3**

The type of non-observance maxim in the dialog data above is Opting Out Relevance of Maxim. Vior's answer, which is "talking about my friends, I overthink" (talking about my friends overthink), does not directly answer Onad question about what Vior friends are like. Instead, Vior shifts the focus to his tendency to overthink when discussing with friends, which is irrelevant to the question asked. This response violates the maxim of relevance, because it does not provide the expected information about Vior friends but instead diverts the conversation to personal aspects of Vior behavior.

The implicature in this dialog is that Vior may be showing that his tendency to overthink when discussing friends. This conclusion is drawn from the fact that Vior's response does not provide the expected information about his friends, but rather accentuates his own mindset, which can be seen as a way of avoiding questions or not wanting to talk about his friends in detail. Vior should have been able to answer "my friends are good people".

### **DATA 4**

The type of non-observance maxim in the dialog above is Flouting Manner of Maxim. In Vior answer, "I want to be an artist so I can excel", does not directly answer Onal's question about playing soap operas. Instead, Vior shifts the focus to his own desire to become an artist, which is irrelevant to the question asked. This response violates the maxim of manner, because it does not provide the expected information about playing soap operas but instead highlights Vior's personal aspirations to become an actor.

The implicature in this dialog is that Vior desire to become an actor might be a great motivation for them to participate in a soap opera, even though it is not explicitly mentioned. This conclusion is drawn from the fact that Vior response does not directly answer the question about playing soap operas, but rather emphasizes their ambition to become an artist, which can be seen as a way to indirectly express their interest in the context of soap operas. In the conversation above, Vior should be able to say "yes I want to play soap operas, that way I can become an artist so that there are achievements."

### **DATA 5**

In the data table above. The type of maxim of non-observance in the dialogue is Flouting Relevance of Maxim. Vior response, "Ir Sukarno, our first president, said, dream as high as possible because if you fall, you will fall among the stars". Did not directly answer Onal's

question about his dreams. Vior instead shifted focus to Ir Soekarno's quote which was not directly related to the question of his own dreams. This response violates the maxim of relevance, as it does not provide the expected information about Vior dream but instead highlights a quote from a historical figure.

The implicature in this dialogue might be that Vior uses this quote to convey a message about the importance of having high goals and not being afraid to fall. This conclusion is drawn from the fact that Vior response does not directly answer the question about his dreams, but rather emphasizes the idea of striving to achieve greatness, which can be seen as an indirect way of expressing aspirations. Vior should have been able to say "my dream is to become an artist" because in the previous conversation he had mentioned that he wanted to be an artist so that he would have achievements.

#### **DATA 6**

The type of non-observance maxim in the dialog above is Flouting Relevance of Maxim. Vior's answer, "I really like the tornado game", does not directly answer Onad's question whether Vior has been to Dufan. Instead, Vior shifts the focus to his personal preference in tornado games, which is irrelevant to the question asked. This response violates the maxim of relevance as it does not provide the expected information about their experience at Dufan, but rather highlights his interest in a particular game.

The implicature in this dialog is that Vior may be indicating that riding the tornado game at Dufan was an important aspect of her experience there, even though it is not directly related to the question of whether she has been to Dufan. This conclusion is drawn from the fact that Vior response does not directly answer the question but rather emphasizes his enthusiasm for the game at Dufan. Vior could have said "i've been to Dufan, there I rode the tornado game".

#### **CONCLUSION**

Based on the results of data analysis of maxim violations that occurred in a podcast on The Leonardo's YouTube channel entitled "Face to Face with Onadio Leonardo - Vior" with a duration of 41:10 minutes, it can be concluded that in the podcast "Face to Face with Onadio Leonardo - Vior" there are 6 non-observance maxims consisting of 3 non-observance, and 3 types of maxim. Of the 3 types of non-observance, namely flouting maxim 4, Violating maxim 1 and Opting Out Maxim 1. Meanwhile, in types of maxim the relevance of maxim 4, manner maxim 1 and quality maxim 1 can be seen. According to the facts above, non-observance maxim the most common one is Flouting relevance, which consists of three statements. Maximal transgressions in the podcast "Face to Face with Onadio Leonardo - Vior" We can determine which maxims were broken in the podcast "Face to Face with Onadio Leonardo - Vior" with the help of this investigation.

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