

## THE ANALYSIS OF COOPERATION PRINCIPLES USE ON PODCAST OF DEDDY CORBUZIER AND NADIEM MAKARIM “HAVING COLLEGE IS NOT IMPORTANT

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### Abstract

This research aimed to describe maxims of cooperation principle on podcast of Deddy Corbuzier and Nadiem Makarim with the theme “Having college is not important”. This research used qualitative descriptive method and pragmatics approach by using the maxim of cooperation principle that explained the principle that are often used by humans in interacting with benefits so that speech is more easily understood by the interlocutor, So the conversation is created that accept each other. In the analysis data the researcher explained the data by describing maxim of quantity, quality, relevance and manner on the podcast. Data source in this research is podcast video of Deddy Corbuzier and Nadiem Makarim that the researcher watched in the Deddy Corbuzier’s you tube podcast with the theme “Having college is not important”. The data are dialogue and the analysis was described descriptively. Data collection technique used in this research by listening and talking technique and note-taking technique while all the conversation between Deddy Corbuzier and Nadiem Makarim are analyzed by using the maxims of cooperation principle. The presenting data by using Data reduction the first stage in this data analysis is data reduction. The goal is to knowing about valid data or not valid and then presentation the data, In presenting data, the data has been reduced will be described in detail and obviously then connected with The relevant theories that would answer the problem of research and the last, conclusion, the conclusion is made for answer the problem formulation so that it can obtained information about the working principle same in podcast of Deddy Corbuzier and Nadiem Makarim with the theme “Having college is not important. This research result was found 9 data which were 2 maxims of quantity, the maxim that make speaker convey information based on speaker’s question, 1 maxim of quality, 4 maxim of relevance, the maxim that make speaker convey information must be one line with speaker’s question either yes or no, 2 maxims of manner obtained from the maxim of praise included in maxim of manner, while maxim of politeness and generosity included in maxim of manner were not found

**Keywords:** *pragmatics, cooperation principles, maxims, podcast*

### 1. Introduction

Human being is creature who always uses language in their lives not only that language also as a means of communication has an important role in life, especially in modern times. Language is a means of communication by every individual in everyday life. With language, humans can interact with each other.

Language is also called social activity. Like other social activities, language activities are only realized when humans are involved in them. The language is used in various activities especially for communicating. (Julisah Izar, 2020) state that the communication will be understood if the speaker and the partner of speech know the context of conversation clearly.

In communicating, speakers are required to pronounce words clearly so that their meaning can be understood by their interlocutors through the language spoken according to (Nifmaskossu, 2019). So language and meaning are very important whose studies are studied in pragmatics field. Pragmatics is a field of study that studies the meaning conveyed by speakers and their interlocutors based on the context or situations of speech base on (Leech, 1983). Where the context in pragmatic studies is exists, so that communication can run politely and effectively. According to (Ni Wayan Pasek Lestari, 2019) Pragmatics is defined as the conditions that result in compatibility use of language in communication.

Not only that humans certainly carry out communication activities as one of their needs to interact with others (Izar, 2021) same with the opinion of (Ibrahim, 1993) that argues In communication activities, in order to be effective and the goals are achieved, knowledge such as linguistic knowledge, interaction and culture between the speaker and the interlocutor is needed. Meanwhile, so that the message can be received by the interlocutor effectively and efficiently, three principles are needed, namely: the principle of clarity, the principle of density, and the principle of continuity.

These three principles are included in the principles of cooperation that are often used by humans in interacting with benefits so that speech is more easily understood by the interlocutor. So, a conversation is created that accept each other

The cooperation principles were coined by (Grice, 1975), In this principle, it is stated that in a conversation, the cooperation is needed between the speaker and the interlocutor with the aim of achieving the required information and communicating smoothly.

In meeting the cooperation principle, both the speaker and the interlocutor must obey the four conversational maxims with the aim of gaining understanding in the communication. The maxims are:

### 1.1 Maxim of Quantity

According to (Rahardi, 2005) in maxim of quantity, speaker is expected to give enough information. The information may not be too much of the information needed by interlocutor. Speech that does not contain sufficient information is needed by the interlocutor, including the violation of the maxim of quantity. The same thing also happens if the speech contains too much information. It will violate the maxim of quantity.

The example of maxim of quantity in speech as follows:

- (1) *"Siapa namamu?"* (what is your name?)
- (2) *"Namaku Erza."* (My name is Erza)
- (3) *"Dimana alamat rumah mu?"* ( where is your address?)
- (4) *"Rumah saya di Jalan Ahmad Yani ( my adrees is in Jalan Ahmad Yani)*

Speeches (1) and (2) were spoken between a speaker and interlocutor who were adequately responded to. This is the clear and informative conversation.

(3) *"Apakah kamu sudah makan?"* (Have you eaten?)

(4) *"Belum, Aku tadi mau makan bakso tapi warungnya belum buka"* (Not yet, just now I wanted to eat noodle but the shop has not opened yet)

Speeches (3) and (4) were spoken between a speaker and interlocutor responded too much. In this conversation, additional information was happened too much and too long. So it is included in violation of cooperation principle of Grace (Rahardi, 2005).

### 1.2 Maxim of Quality

In maxim of quality, the speaker must convey the information of the real fact. The facts in the language are based on clear and real data. A speech meets maxim of good quality if the information is based on fact with the real situation and not making it up based on (Rahardi R. k., 2009).

The example of maxim of quantity as follow:

- (5) "*Apa nama ibu kota Indonesia?*" (what is Capital of Indonesia?)  
(6) "*Jakarta*" (Jakarta)

Speeches 5 and 6 were spoken by speaker and interlocutor responded based on the real fact.

### 1.3 Maxim of Relevance

According to (Rahardi R. k., 2009) in maxim of relevance must cooperate between speaker and interlocutor because in maxim of relevance, both are required giving contribution with whether spoken. The example of maxim of relevance as follow:

- (7) "*Maukah membantu ku membersihkan ruangan ini?*" (Would you help me to clean this room?)  
(8) "*Iya, aku bersedia.*" (yes, I would)

The speeches (7) and (8) above happened between speaker and interlocutor responded based on the context in the speech, so both these speeches obey maxim of relevance, but if the response given by interlocutor is not relevance to something spoken by speaker. Although it entertains, it is included in offense of maxim of relevance (Rahardi R. k., 2009)

### 1.4 Maxim of Manner

According to (Rahardi R. k., 2009), in maxim of manner, every speaker and interlocutor, convey information directly, not hazy, not equivocally, not too much, in sequence, shortly -right, and regularly. So, if a speaker gives information indirectly, it is offense to maxim of manner.

The example of maxim of manner as follow:

- (9) "*Hey, Kamu ngapain?*" (Hi, what are you doing?)  
(10) "*E-enggak ada apa-apa kok*" (I do nothing)

The speeches (9) and (10) above are between speaker and interlocutor responded by stammering, so this speech includes in offense of maxim manner because this maxim may not speech which is not hazy, not equivocally, not too much, in sequence, shortly -right, and regularly (Rahardi K. , 2005).

Right now, communicating has developed and spread, one of them is communicating through social media like Youtube. People can watch any video they want to watch. Youtube is one of video based social media that was familiar some years ago and has had billion users seen from the statistic site by (David, 2017). One of the contents in Youtube is podcast that shows two persons when they are do conversation and discuss a topic.

One of them is podcast video owned by Deddy Corbuzier. In the podcast, Deddy Corbuzier often invites speakers from various circles and does communication activity. The speakers are such as youtuber, activists, Indonesian actors and even government officials. Therefore, Deddy Corbuzier's podcast video in his youtube channel is not separated from the dialogue spoken in his communication activity. This becomes consideration to take video from youtube as data source.

The object of this research is Deddy Corbuzier's podcast that was lived on March 8 2020 by inviting Nadiem Makarim as Minister of Education and discussed about education issue in college and social media user to Indonesian children with podcast title "Having College is not important."

The case and the aim of this research is to describe cooperation principle of forms on podcast of Deddy Corbuzier and Nadiem Makarim "Having college is not important", where in this research there are four maxims of cooperation principles that would be found, such as: Maxim of Quantity, Maxim of Quality, Maxim of Relevance, and Maxim of Manner.

Researchers hoped this research would give contribution to pragmatics studies especially in applying cooperation principles in communication activity in social media of youtube podcast and also as reference to next researchers.

## 2. Research Method

This research used pragmatics approach and qualitative descriptive method. (Surakhmad, 1982) states that descriptive qualitative is the study that tries to elaborate the data base on data collection, data preparation,

and interpretation analysis of data. This research would focus to describe maxims in cooperation principle on Deddy Corbuzier's podcast and Nadiem Makariem "Having college is not important".

In data collection technique of this research, it used the listening and talking technique and note taking technique that is by listening and taking note whole conversation on the podcast. This research was begun by listening the content of podcast well and taking note of dialogue data.

Data source in this research is podcast of Deddy Corbuzier and Nadiem Makariem "Having college is not important", video having duration 35: 33 minutes was taken from Deddy Corbuzier's Youtube Channel uploaded on March 8 2020. Then in analysing it used pragmatics approach which found four maxims in cooperation principles, they are Maxim of Quantity, Maxim of Quality, Maxim of Relevance, and Maxim of Manner on the podcast.

The data that has collected through by listening and taking note whole conversation will be analyzed through the following steps:

- a. Data reduction. The first stage in this data analysis is data reduction. The goal is to know about valid data or not valid. Reducing data means summarizing, choose the main things, focus on things that are important, look for themes and the pattern (Sugiyono, 2013). If data obtained is valid, the data collected needs to be clarified. On the other hand, if the data obtained is invalid, the data must be thrown away.
- b. Presentation the data. In presenting data, the data has been reduced will be described in detail and obviously then connected with the relevant theories will later answer the problem you want solved. In qualitative research, data presentation can be done in the form of brief description, chart of the relationship between categories. In this research, the researcher presents the data with text descriptively in the form of a short description regarding the use of the cooperative principle in the podcast of Deddy Corbuzier and Nadiem Makarim with the theme "Having college is not important".
- c. Conclusion. The conclusion is made for answer the problem formulation so that it can obtain information about the working principle same in podcast of Deddy Corbuzier and Nadiem Makarim with the theme "Having college is not important".

### 3. Results and Discussion

This part will discuss the result of the research conducted on cooperation principles on Deddy Corbuzier's podcast and Nadiem Makarim "Having college is not important". The result would be analysed based on four maxims of cooperation principles, such as 1. *Maxim of Quantity*, 2. *Maxim of Quality*, 3. *Maxim of Relevance*, and 4. *Maksim Maxim of Manner*.

Analysis data will form dialogue that the discussion will be described. Deddy Corbuzier is a speaker (D) and Nadiem Makarim as interlocutor (N).

#### 3.1 Maxim of Quantity

Maxim of quantity is maxim that requires the speaker convey information based on speaker's questions. So, if a speaker gives information too much, it can be called offense of maxim of quantity.

In Deddy Corbuzier's podcast and Nadiem Makarim "Having college is not important". There are 2 maxims of Quantity:

- Dialogue 1

D: *Apakah Kementerian Pendidikan itu mencakup/mengayomi pendidikan berskala besar atau hanya terbatas tembok bangunan sekolah saja?*(Does Minister of Education include large-scale education or just as school building wall?)

N: *Cakupan untuk Kementerian Pendidikan secara formal memang hanya untuk pendidikan di sekolah namun jangkauan ini akan diperluas untuk mendidik masyarakat luas juga.* (This is for Minister of Education formally, indeed it is just for education in the school, but this will be spread to educate large people)



The context of speaker (D) in dialogue above give question of topic of the role of Minister of Education in Indonesia responded enough by interlocutor (N), so this information is not too much.

- Dialogue 2

D: *Bagaimana cara menggunakan sosial media yang bijak?* (How to use social media wisely?)

N: *Harus ada kesadaran dalam dirinya bahwa penggunaan sosmed itu akan berakibat untuk mentalnya. Bahwa sosial media itu sebaik penggunaannya dan seburuk penggunaannya pula.* (it should have awareness in themselves that social media user will affect to their mental, that social media is as good as user and as bad as user too.)

The context of speaker (D) on dialogue above gives question of topic of the way of social media use responded enough by interlocutor (N), so the information is not too much.

### 3.2 Maxim of Quality

The maxim of quantity is maxim that make speaker convey information based on speaker's question. So if a speaker gives incorrect information, it can be as offense toward maxim of quality.

In podcast of Deddy Corbuzier and Nadiem Makarim "Having college is not importanta", it is found that maxim of quality as 1 datum:

- Dialogue 1

D: *Apa yang buat orang-orang begitu kecanduan dengan sosial media?* (what make people addict of social media?)

N: *Sebenarnya karena rasa puas yang didapat setelah diperhatikan dan mendapat like. Sehingga banyak orang-orang yang sengaja bepergian ke tempat-tempat untuk foto dan diunggah di sosial media untuk mengejar like itu. Semua berasal dari rasa puas yang menstimulus seseorang menghasilkan hormon Dopamin. Dopamin adalah zat kimia di dalam otak yang bisa meningkat kadarnya saat seseorang mengalami sensasi yang menyenangkan dan ini bisa menimbulkan kecanduan apabila dilakukan terus menerus.* (Actually because of feeling satisfied after getting attention and "like", so many people deliberately go to somewhere for getting picture and being uploaded into social media to get "like". All are because of feeling satisfied that stimulate someone to result dopamine hormone. Dopamine is chemicals in the brain which can tie the rate while someone experiences fun sensational and this affect addicted if it is done continuously.)

The context of speaker (D) in the dialogue above about how the use of social media can make someone addicted responded by interlocutor by informing based on fact about dopamine hormone in human's brain that will experience improvement while someone experiences fun thing like in social media such as, like, comment and followers, that if it more, it will feel more satisfied for self on, but the bad feeling will not be enough, so it will be repeated continuously and it causes addicted.

### 3.3 Maxim of Relevance

Maxim of Relevance is maxim that requires speaker convey information where it must be one line with speaker's question either yes or no. Therefore, if a speaker does not give information in one line to respond speaker's speech, so it can be called as offense of maxim of relevance.

In the podcast of Deddy Corbuzier and Nadiem Makarim "Having college is not important" it is found four maxim of relevance:

- Dialogue 1

D: *Jadi gue ada buat buku "Millenial Power" dimana dalam buku ini gue ada masukin topik "Kuliah itu penting gak sih?" dan di dalamnya gue ada masukin hal-hal yang mendukung opini tentang kuliah tidak penting itu, menurut anda bagaimana?* (So, I made a book " Millenial Powe" where in this book, I put the topic "Having college is important, is not it"? and within it, I wrote the thins supporting opinion about having college is not important, what do you think?)

N: *Saya tidak setuju, karena semua pendidikan itu penting hasilnyalah yang nanti menentukan itu penting atau tidak. Masalah pentingt idak penting itu tergantung dari pribadi seseorang yang*

*mengenyam pendidikan itu. Tentang kesiapan dia kedepannya yang nantinya menentukan dia bisa sukses atau tidak. (I disagree, because all education is important where the result decides it important or not. The important case or not is depended from someone's personal having that education. About readiness, they will decide success or not).*

The context of speaker (D in the dialogue above about opinion of having college is not important is in his book that he make and is responded by interlocutor (N) disagree and the reason supporting the answer. Response given speaker's question have been relevance.

- Dialogue2

D: *Jadi anda selalu mengaitkan persoalan teman anda yang sering mengupload sesuatu ke sosmed dengan sebuah masalah yang dihadapinya? (so you always relate to your friend's case who often upload something on social media with a problem that they face?)*

N: *Iya. Dilihat dari siklus seberapa seringnya. (yes, seen from how often).*

The context of speaker (D) in the dialogue above gives question about that interlocutor's friend often upload something into social media in his opinion that they are facing a problem responded by interlocutor surely and it is relevance to speaker's question because an understanding is understood by interlocutor about his friend.

- Dialogue3

D: *Kalau begitu dia menjadikan sosial media sebagai pelarian untuk masalahnya? (Therefore, he makes social media is as solution of his problem?)*

N: *Benar. Soalnya biasanya dia bukan orang yang terlalu aktif di sosmed. (that's right. Because he is not too active using social media)*

The context of speaker (D) in the dialogue above gives next questions toward the same problem in the dialogue 2 and responded relevance by interlocutor.

- Dialogue 4

D: *Dari pengaruh sosmed ini juga sekarang banyak yang memorduakan kualitas rasa saat dia ingin memulai usaha restoran atau café karena prioritas utama saat ini adalah menciptakan tempat yang instagramble. (because of the effect of social media, many does not priariate quality of test while s/he want to begin restaurant business or café because the main priority is creating intagramable place)*

N: *Benar, semua seperti mengejar keuntungan dari efek sosial media itu. (right, all are like getting the benefit from the effect of social media)*

The context of speaker (D) in the dialogue above gives question of the cause of social media that also cause test not main thing by restaurant and café owner responded by interlocutor with his approval and it is still relevance with speaker's statement.

### 3.4 Maxim of Manner

Maxim of Manner is maxim that require speaker convey information directly, not too much, not hazy and regularly. Therefore, if a speaker gives information indirectly, so it is called offense toward maxim of manner.

Maxim of manner is divided into three kinds, they are:

- a. Maxim of Praise

Maxim of praise is maxim that state something positive to interlocutor, in the context of maxim of manner, this kind is conducted directly in the speech.

- Speech 1

D: Yes, I like this, I like your argument.

- Speech 2

D: I think I agree with your opinion.

The context of speech 1 and speech 2 was spoken by speaker to argue to interlocutor (N) about his hope for future education in Indonesia. Both speeches are included maxim of praise because it states positive thing by approving interlocutor's opinion.

b. Maxim of Politeness

Maxim of politeness is maxim that state of respecting to interlocutor, in context of maxim of manner, this politeness is conducted directly in that speech.

In podcast of Deddy Corbuzier and Nadiem Makarim "Having college is not important, maxim of politeness is found.

c. Maxim of Generosity

Maxim of generosity is maxim that state the goodness to interlocutor, that is in context of maxim of manner, this generosity is conducted directly in the speech.

In the podcast of Deddy Corbuzier and Nadiem Makarim "Having college is not important" generosity is not found.

### Conclusions

Based on analysis result toward the use of cooperation principles on podcast of Deddy Corbuzier and Nadiem Makarim "Having college is not important", that was found 9 data of maxims of cooperation principles as being explained by Grice. Kinds of maxim consisted of two data of maxim of quantity (maxim that make speaker convey information based on speaker's question), 1 data of maxim of quantity (maxim that make speaker convey information based on fact), 4 data of maxim of relevance (maxim that make speaker convey information must be one line with speaker's question either yes or no), and two data of maxim of manner (maxim that make speaker convey information directly, may not be hazy, being regular and right) that in this maxim it was divided into maxim of praise found two data, maxim of politeness and maxim of generosity in podcast of Deddy Corbuzier and Nadiem Makarim "Having college is not important".

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