

# Deviation of Cooperation Principles in *Ini Talk Show* Net.TV

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**Abstract**---This research is in the background by the communication assumed by a speaker by articulating speech and the intent to communicate something to the opponent's speech and hope that the speaker can understand what is being communicated. Speakers always try to make the speech always relevant to the context, clear, and easy to understand, solid, and concise, and always on the issue, so as not to spend the time of the other person. If there is a deviation, there are certain implications that the speaker will achieve in the communication. If the implication does not exist, then the speaker concerned does not cooperate or is not cooperative. In communicating humans do not always obey the principle of cooperation, sometimes humans deliberately deviate from the rules or principles of cooperation. This is usually done to achieve a certain goal. This study aims to describe the type of deviation of the principle of cooperation and the purpose of deviating the principle of cooperation. This research is a qualitative descriptive study. The subject of this research is the speech in *Ini Talk Show* Net TV Episode March 2016, the object of the research is the type and purpose of deviations from the principle of cooperation. Data collection techniques are carried out using the note-taking method. The data analysis method used in this study is a referential matching method with the technique of determining the determinants (PUP technique). The results of this study are as follows. 1) There are 71 irregularities in the principle of cooperation which includes single maximal deviations and two maxims combined deviations. There are 58 single maximal deviations which include the maxim of quantity, quality, relevance and manner. There are 13 double maximal deviations which include the maxim of quantity-quality, quantity-manner, quality-relevance, and relevance-of-execution. 2) The purpose of deviating the principle of cooperation which includes the purpose of humorous, insulting, insulting, seducing, convincing, informing, and affirming.

**Keywords**---principles of cooperation, deviation principles

## I. INTRODUCTION

In a reasonable communication it can be assumed that a speaker articulates speech with the intention to communicate something to the opponent's speech and hope that the speaker can understand what is being communicated. Speakers always try to make the speech always relevant to the context, clear, and easy to understand, solid, and concise, and always on the issue, so as not to spend the time of the other person. If there are irregularities, there are certain implications to be achieved by the speakers. If the implication does not exist, then the speaker concerned

does not carry out cooperation or is not cooperative. Hence, there is a kind of cooperative principle that must be done by the speaker and the interlocutor so that the communication process runs smoothly [1].

Humans do not always obey the principle of cooperation in communication, sometimes humans deliberately deviate from the rules or principles of cooperation. This is usually done to achieve a certain goal. The deviation of the principle of cooperation can be used to produce a joke that is often known as humor.

Wijana in [1] explains that humor is essentially a stimulus that causes a person to laugh or smile in happiness. Although humor is entertainment, it sometimes contains certain thoughts. That thought requires people to digest what messages are contained in it, so humor is not merely a mere entertaining process, but also an arena of implicit thinking.

*Ini Talk Show* is a talk show that is packed with a relaxed atmosphere and discusses the warm issues that is in the community in a simple and comedy-like way, so it is different from other talk shows. Sule as the host and Andre Taulany as co-hosts, the program which aired every Monday-Friday at 20:00 p.m. to 21:30 p.m. successfully caught the attention of talk show program lovers. Hence, this paper presents deviation of cooperation principles in *Ini Talk Show* at Net.TV, Indonesia.

The rest of this paper is organized as follow: Section II presents the theoretical background. Section III describes data collection and proposed method. Section IV presents the results on the deviation of cooperation principles in *Ini Talk Show* at Net.TV. Finally, Section V concludes this work.

## II. RUDIMENTARY

### A. Pragmatics

Pragmatics is a branch of linguistics that studies the structure of language externally, namely how language units are used in communication [1]. Nababan in [2] provides a pragmatic limitation as a breakdown of the form of language and the determination of its meaning in accordance with the purpose of the conversation, context, and circumstances.

Leech in [3] says that pragmatics is the study of meaning in relation to speech situations. Wijana in [1] says that the meaning studied by pragmatics is triadic, which can be formulated with the sentence What do you mean by saying  $x$ ?

Pragmatics are related to the study of meaning as communicated by a speaker (or writer) and interpreted by the listener (or reader). Therefore, it has more to do with the analysis of what people mean by their sayings rather than what words or phrases in those utterances might mean to themselves. *Pragmatics is the study of speaker meaning* [4].

This type of research must involve interpretation of what people mean in a particular context and how the context influences what is said. Consideration is needed as to how the speaker arranges what they want to say according to who they are talking to, where, when and under what circumstances. *Pragmatics is the study of contextual meaning* [4].

This approach also needs to explore how listeners can make conclusions about what is said to arrive at the interpretation of the meaning intended by the speaker. This type of research explores how many unspoken things are recognized as part of what is communicated. We might say that it is an investigation of meaning that is not visible. *Pragmatics is the study of how more gets communicated than is said* [4].

Yule in [4] adds that this perspective then raises the question of what determines the choice between what is said and what is not said. The basic answer is related to the idea of distance. Proximity, whether physical, social, or conceptual, implies a shared experience. Assuming how close or far the listener is, the speaker determines how much to say. *Pragmatics is the study of the expression of relative distance*.

Leech in [3] adds that pragmatics is the study of meaning in relation to speech situations. Levinson in [5] reveals that pragmatic studies are about "relations of signs to interpreters". Pragmatics is the study of the use of language. He also stated that pragmatics is a term that suggests that something very special and technical is the object of discussion, even though the term does not have a clear meaning. He also added that the diversity of pragmatic definitions is not something odd or something to worry about because one definition is often not entirely satisfying.

Levinson in [6] explains that pragmatics is an impressive term, something very special and technical is being the object of discussion, even though the term does not have a clear meaning. He adds that the variety of definitions of pragmatics is not something odd or something to worry about because one definition is often not fully satisfying. Based on the opinion of linguists, it can be concluded that pragmatics is a language that is related to meaning and closely related to the context of the situation.

### B. Principles of Cooperation

Mey in [7] introduces the principle of communication that is understood about when people communicate, has something to talk about. Further communication requires people to cooperate; the fact is that conversations come alive only in a context that is shared and pragmatic.

In communication, a speaker articulates an utterance with the intent to communicate something to the opponent's speech and hopes that the speaker can understand what he wants to communicate. Speakers always try to make their speech always relevant to the context, clear, and easy to

understand, solid and concise, and always on the issue, so that they do not spend their opponent's time talking. If there is a deviation, there are certain implications that the speaker will achieve. If the implication does not exist, then the speaker concerned does not carry out cooperation or is not cooperative. Hence, it can be assumed that there is a kind of cooperative principle that must be done by speakers and speech opponents so that the communication process runs smoothly [1].

Grice in [8] reveals the principle of cooperation is the contribution of conversation needed with the purpose or direction received from the exchange of conversation that you are involved in the conversation.

The principle of Grice cooperation includes four maxims, namely 1) Maxim quantity, 2) maxim quality, 3) maxim relevance, and 4) maxim manner.

1) The translation quantity includes a) Make as informative an contribution as is necessary (for the purpose of the current exchange), b) Do not make your contribution more informative than necessary; 2) Quality is trying to make your contribution correct. The description includes a) Don't say your wrong contribution, b) Don't say that you don't have enough evidence; 3) Relationships are Relevant; 4) Ways are: Be observant. The description includes a) Avoid unclear expressions, b) Avoid ambiguity, c) Short (avoid unnecessary quarrels), and d) Be orderly.

### C. Deviation of the Cooperation Principle

A reasonable discourse is communication that is built cooperatively. In this type of communication, speakers will speak as informally as possible, provide information with adequate evidence, pay attention to the context of the conversation, provide concise remarks, and not taxa so as not to mislead speech partners. This type of communication will fail if the speaker and speech partner cannot control the principle of the conversation collaboration [1].

The deviation of the cooperation principle includes the deviation of the quantity maxim, the maxim of quality, the maxim of relevance, and the maxim of manner.

## III. DATA COLLECTION AND PROPOSED METHODS

This type of research is a qualitative descriptive research type. This research is in the form of collecting data on the principle deviation of cooperation in *Ini Talk Show* Net TV episode in March 2016. These data are then classified in the form of quantity maxim deviation, quality maxim, maxim of relevance, and other manner maxims and deviations in the form of two combinations. The maxim is: the quantity-quality maxim, the quantity-manner maxim, the maxim of quality-relevance, and the maxim of manner-relevance.

Methods and techniques collection data used in this study use the note-taking method. Researcher used *simak* method because the data is obtained by listening to the use of language in the *Ini Talk Show* Net TV has been downloaded from the Youtube.com site. Note technique is carried out to record and classify types and objectives of deviations of cooperation principle into the data card and then be analyzed. This recording technique is used because this type of research requires considerable detail and accuracy.

A. Data Analysis Technique

Data analysis in this study uses the *Padan* method. *Padan* method is used because the language under study already has a relationship with things outside the language in question [9]. The basic technique in this study is the technique of determining the determinants (PUP techniques). This study uses *Padan* method with the referent determinant (what is discussed) and *Padan* method is used to analyze speech forms that contain the types and objectives of deviating cooperation principle.

IV. DEVIATION OF COOPERATION PRINCIPLES IN *INI TALK SHOW AT NET.TV*

This study discusses the types of deviating cooperation principle and the purpose of deviating cooperation principle in *Ini Talk Show Net TV* episode in March 2016.

A. There are 71 utterances that deviate of the cooperation principle

The deviation of the cooperation principle is in the form of quantity maxim, quality maxim, relevance maxim, and manner maxim. Other deviations in the form of a combined two maxims are: the quantity-quality maxim, the quantity-manner maxim, the quality-relevance maxim, and the manner-relevance maxim.

In the Table I below, it describes the types of deviations in the principle of cooperation.

TABLE I. TYPES OF DEVIATIONS PRINCIPLE OF COOPERATION IN *INI TALK SHOW NET TV*

No	Types of Deviations	Freq	Percentage
1	Maxim of Quantity	8	11.26
2	Maxim of Quality	18	25.35
3	Maxim of Relevance	14	19.72
4	Maxim of Manner	18	25.35
5	Maxim of Quantity-Quality	4	5.64
6	Maxim of Quantity-Manner	5	7.04
7	Maxim of Quality-Relevance	2	2.82
8	Maxim of Relevance-Manner	2	2.82
	<b>Total</b>	<b>71</b>	<b>100</b>

B. There are several objectives of deviating cooperation principle

They are namely to be funny, to insult, to insult, to seduce, to convince, to inform, and to insist. Funny goals were found as many as 33, insinuating as many as 6, insulting as many as 6, seducing as much as 2, convincing as many as 8, informing as many as 11, and affirming as many as 1. The purpose of deviating cooperation principle is more dominated by the purpose of humor.

In the Table II below, it describes the purpose of deviations in the principle of cooperation.

TABLE II. THE PURPOSE OF DEVIATION PRINCIPLES OF COOPERATION IN *INI TALK SHOW NET TV*

No	Types of Deviations	The Purpose							Total
		J	I <sub>1</sub>	I <sub>2</sub>	S	C	I	A	
1	QN	1	-	-	-	5	1	1	
2	QL	10	2	5	-	1	-	-	
3	R	3	2	-	-	1	6	2	
4	M	13	1	1	1	-	-	2	

5	QN-QL	3	1	-	-	1	-	-	
6	QN-M	-	-	-	-	-	4	-	
7	QL-R	1	-	-	1	-	-	-	
8	R-M	2	-	-	-	-	-	-	
Freq		33	6	6	2	8	11	5	71
Percentage		46,	8,	8,	2,	11,	15,	7,	10
		48	45	45	82	27	49	04	0

Where: J= Joke  
I1= Insinuating  
I2= Insulting  
S= Seducing  
C= Convincing  
I= Informing  
A= Affirming

Speeches that deviate from the quality maxim can be considered in the following conversation.

Context : Supono reported to Sule that there were guest stars who were fierce and Sule did not believe Supono's words.  
Sule : *Ah, mana mungkin.*  
Supono : *Eh gak percaya. Orang preman dimarahin pada insyaf, orang nganggur dimarahin dia langsung pada kerja, orang tidur dimarahin sama ini malah pada pules.*

The speech above contains speech that deviates from the maxim of quality. Supono's quality is not appropriate or not based on enough evidence. Supono not spoken since there was a fierce guest star, plus Supono's exaggerated speech about the guest star. Supono said the aim was to convince Sule that the next guest star is fierce. The speech was reinforced by the sentence *Eh gak percaya* that was spoken by Supono.

The statement above aims to convince, Supono of giving a very detailed explanation of the upcoming guests so Sule is expected to be able to believe what Supono said. The other utterances that contain cooperative principle deviations, as follows:

Context : Pak RT came to meet Sule and reported about lack of street lighting.  
Pak RT : *Ini gue mau ngasih tau Le, lampu di jalan tu pada mati, jalanan pada gelap. Orang-orang di jalan gak bisa liat Le.*  
Sule : *Oh lampu, iya-iya nanti.*

In the conversation in the speech, Pak RT deviates from the quantity maxim because Pak RT contributed too much. This too much contribution can be seen in speech *Ini gue mau ngasih tau Le* (1), *lampu di jalan tu pada mati* (2), *jalanan pada gelap* (3). *Orang-orang di jalan gak bisa liat Le* (4). If Pak RT only gives an answer by saying *lampu di jalan tu pada mati* (2) the speech will not deviate from the maxim of quantity because the contribution given is enough. Hence, the speech above deviates from the quantity maxim because Pak RT says sentences (1), (3), and (4) that Sule does not need.

The purpose from the speech is to inform about the lack of street lighting at night. Pak RT said a lot of information and explained in detail the problem about the lamp. So Sule will listen to his words. In addition to deviations from the principle of single cooperation, there are also deviations

from the principle of multiple cooperation. Below will be given examples of speeches in *Ini talk Show*.

Context	: Sule told Ujang to introduce the audience who arrived that night.
Sule	: <i>Ya Ujang perkenalkan dulu ini dari mana</i>
Ujang	: <i>Oke Pak Sule, ini mungkin secara metabolisme ini terdiri dari sugestivitas-sugestivitas yang sangat legalisir. Mohon maaf kenapa saya ngomongnya gini karena pluralisme ini terdiri daripada heterogen Pak Sule. Penonton kali ini dari Jogja, Sulawesi, dan Pekalongan.</i>

In the conversation Ujang's speech deviates from the maxim of the quantity and maxim of manner because it gives an excessive, convoluted, and unclear contribution. Ujang said *Oke Pak Sule, ini mungkin secara metabolisme ini terdiri dari sugestivitas-sugestivitas yang sangat legalisir* (1). *Mohon maaf kenapa saya ngomongnya gini karena pluralisme ini terdiri daripada heterogen Pak Sule* (2). *Penonton kali ini dari Jogja, Sulawesi, dan Pekalongan.* (3). If Ujang only says *penonton kali ini dari Jogja, Sulawesi, dan Pekalongan.* So that it will not deviate from the maxim of the quantity and maxim of manner because it provides enough and clear contributions

Deviations from the principle of cooperation above are deviations from the maxim quantity-manner. Hence, there are two deviations in one speech. The purpose from deviations the maxim quantity-manner is to inform. In that context Sule told Ujang to introduce the audience that came on that night and Ujang introduced the audience by saying:

*Oke Pak Sule, ini mungkin secara metabolisme ini terdiri dari sugestivitas-sugestivitas yang sangat legalisir. Mohon maaf kenapa saya ngomongnya gini karena pluralisme ini terdiri daripada heterogen Pak Sule. Penonton kali ini dari Jogja, Sulawesi, dan Pekalongan.*

Ujang's speech was aimed at informing Sule that the audience who came from Jogja, Sulawesi, and Pekalongan even though Ujang gave too many contributions and the information was unclear.

Another saying that deviates from the principle of cooperation is the use of speech that deviates from the maxim of quality-relevance. Hence, statements about deviations in the principle of cooperation will be explained in the conversation below.

Context	: Andre and Naomi talk about the gym in sports. Andre admired the hobby of Naomi who liked gym sports.
Andre	: <i>Kalau Jedar dan Tiwi masih hobi mancing?</i>
Jedar	: <i>Aku olahraganya muathai sama lari-lari di pikiran kamu</i>

In the conversation above, Andre's speech deviates from the maxim of relevance because it deviates from the topic being discussed and Jedar's speech deviates from the maxim

of quality because it makes contributions that are not based on enough evidence. Andre's speech said that *Jedar dan Tiwi masih hobi mancing?* (1) it deviated from the topic of conversation and Jedar's speech that said *Aku olahraganya muathai sama lari-lari di pikiran kamu* (2) it deviated from the quality maxims because insufficient evidence. If Andre said *Jedar dan Tiwi hobi ngegyim juga?* and Jedar said *saya gak hobi ngegyim tapi muathai* So it will not deviate the maxim of relevance and quality because the contribution provided is based on sufficient evidence and does not deviate from the topic. Hence, the speech deviates from the maxim of quality-relevance because Andre and Jedar say something that deviates from the topic and is not based on evidence in sentences (1) and (2).

The purpose of deviations from maxim quality-relevance is to seduce. In that context Andre and Naomi discuss the gym in sports. Andre is amazed by Naomi's hobby which turns out to like the gym. Then Andre asked Jedar and Tiwi about fishing. This deviates from the topic of conversation, and Jedar comments by saying that *aku olahraganya muathai sama lari-lari di pikiran kamu*. Jedar said that because she wanted to seduce Andre.

The principle deviations of cooperation on *Ini Talk Show* program often appear in each episode. Deviations made are one of the factors forming humor at the event. The theme used in the event was a comedy talk show, so that all forms of speech used were never separated from deviations.

## V. CONCLUSION

Based on the results of the research and discussion, it can be concluded that in *Ini Talk Show* Net TV episode in March 2016 there were irregularities in the principle of cooperation of 71 deviations including single irregularities and combined irregularities. There are several objectives of deviating cooperation principle, namely, to be funny, satirize, insult, seduce, convince, inform, and affirm. In humorous purposes were found as many as 33, insinuating as many as 6, insulting as many as 6, seducing as much as 2, convincing as many as 8, informing as many as 11, and affirming as many as 1. The purpose of deviating cooperation principle is more dominated by the purpose of humor.

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