

Violation of the Principle of Cooperation on Humorous Speech in the *Ini Talkshow* Event

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Abstract

The private television program presented by Presenter-Comedian Sule and Andre, *This Talkshow*, is popular with the public because of the presenter's humorous cohesiveness. Violations of the principle of cooperation cause the humorous effect of the language used by the participants based on age, sex, and social status. This research was conducted to analyze the violation of the principle of cooperation in a humorous speech in this talk show using sociopragmatic studies. Sociopragmatics essentially combines two types of studies, namely Sociolinguistics and Pragmatics. Data collection was carried out by a referring method which was continued with skillful in-flight listening techniques and accompanied by recording and recording techniques. Data analysis was performed using the comparing pragmatic method and method of agih. Based on the results of this study, the creation of humorous speeches is carried out by speakers by utilizing violations of the maxims of the principle of cooperation in humorous speech as a source of creativity. Violations of the principle of cooperation often function as supporting humor.

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INTRODUCTION

Ini Talkshow is a talk show/speech event that is packed in a relaxed atmosphere. The event is famous and started to be popular by the community because of the harmony of both presenters Sule and Andre and other speech participants, such as prominent figures, political figures, artists and public figures who were invited to the show. The show features a program that contains humor elements through the speech of the speeches that are in it.

Each show program must have an appeal to get the audience's attention, including the show. *Ini Talkshow* also has three important attractions to get the audience's attention, the presenter, the topic of conversation and the person or resource person. The attendance of various speech actors can create funnier speeches, so it can be concluded that the presence of various speech actors provides an increase in the "humorous" level of this program with silly and entertaining humor speech.

Two main points motivate this research. Namely, the use of language and violation of the principle of cooperation by the participants said in the speech of humor in the event *Ini Talkshow* which seems heterogeneous. The heterogeneity appears from age, gender, social status, etc., so it can be hypothesized that the participants will produce different speeches of humor (Santoso, 2013). In fact, social factors also influence the level of diversity of a language in society (Zulaeha, 2016).

Along with that explanation, Freud (1927) states "Silliness is in every aspect of social life in line with customs and habits in their social community." This is what makes humor keeps growing because humor follows what is happening in society. Various things within the scope of human beings can potentially be used as a material for humor such as social imbalance, strange phenomena, recent trends, political satire and so on. (Wirawati, 2013) adds his opinion, that humor can serve as a medium to convey a good message because of its relaxed nature.

In the context of visual media or impressions in a television show, the use of the

displayed language is a communication event that can be analyzed (Widyawari, and Zulaeha, 2016). Thus, this research can apply scientific devices to analyze the data later on by using sociopragmatic studies. Crystal (2008) the sociopragmatic study is a study that focuses on the use of language (language use not language usage) within a cultural society within a particular social situation. As Leech (1983) says that sociopragmatics is one of the two pragmatic sides in which the other side is pragmalinguistic. The first relates to sociology and the second (pragmalinguistic) relates to grammar, noting that the grammar notion here is as used in the transformational generative linguistic paradigm that includes semantics and phonology.

In the conversation, some speeches obey or violate the principle of conversation (Rustono, 2000). Compliance with the principle of conversation in humorous speech does not carry a cuteness effect, whereas violations of the principle of conversation often function as supporting humor because through inference is drawn on violations of the principle of conversation there can be known certain implicatures. Compliance with the principle of cooperation in a conversation between speakers and speech partners occurs in normative conversations. However, to create a humorous effect, speakers and partners in this talk show violated the principle of cooperation. There are four maxims of violating the principle of cooperation according to Grice (1975), namely the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of the way. The purpose of this research is to analyze the violation of the principle of cooperation found in the speech humor in the event "This Talkshow using sociopragmatic studies.

METHODS

In this research, two types of approaches are used, namely theoretical and methodological. The theoretical approach used is sociopragmatic, while the methodological approach used is descriptive qualitative. This research uses sociopragmatic studies on humor speech in *Ini*

Talkshow. Sociopragmatic research that has the object of speech spoken by the participants in *Ini Talkshow*.

Research data collection is carried out using the reference method. Sudaryanto (2015) explained that the method of listening or listening is a way of collecting data by listening to the use of language. In this case, the researcher listened to the speakers' humorous speeches in this talk show by using advanced techniques, referring to skillful involvement, followed by recording techniques for the speeches in this talk show that was aired on Net TV. Then use the advanced technology in the form of note taking technique.

Method of data analysis used the matching method of pragmatic and method of *agih*. The data analysis technique used in this research was relate-compare equalization and relate-compare differential, which is looking for similarities and differences between the two things compared. In this study also used change analysis techniques, to identify violations of cooperative principles in the participant's speech humor said in the show *Ini Talkshow*. The results of the data analysis in this research are generally presented in an informal presentation technique.

RESULTS AND DISCUSSION

The results and discussion in this study, regarding violations of the principle of cooperation in the speech of humor in this talk show. Speech participants tend to violate the maximum quantity, quality, relevance, and manner.

Cooperative Principles Violation on Speech Humor in The Show *Ini Talkshow*

In this study, there are several types of violations of the principle of cooperation in a humorous speech in this Talk Show program, namely, in the form of violations of the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of the way. The data collected was taken from the transcript of the humorous speech the participants spoke in this Talk Show program from November 2016 to February 2017 on the Net TV television station.

Violations of the cooperative principles found were 40 data. The recapitulation of violations of the principle of cooperation in the humorous speech of the participants in this Talk Show program was put together in the table as follows.

Table 1. Cooperative Principles Violation of Humor Speech in The *Ini TalkShow* Event

Types of violation	Total of maksim
Quantity	5
Quality	11
Relevance	20
Manner	4
Total	40

The violation of the principle of cooperation is described based on the data obtained in the humorous speech on this Talk Show. Based on the data there are 40 violations of the principle of cooperation, namely five violations of quantity maxim, eleven violations of the quality maxim, twenty violations of maximization of relevance, and four violations of the maxim of the method. Maksim is the most relevant relevance for the participants to create a humorous effect on this Talk Show.

The Violation of Maxim of Quantity

In *Ini Talkshow* show, the violation of maxim of quantity was realized through the portion of the information that was provided by the speaker which was not as informative as it was needed and exceeded or less than needed. Speeches that violate the quantity maxim at *Ini Talkshow* can be seen in the following section (1).

(1) Context: Sule invited Mario Sepuh (Andre) in the show. Mario was a figure who was adored by Wishnutama, the president of Net TV.

- Sule : This is it, a figure who is adored by Tama. Who is he? Here he is!
- Mario Sepuh : (Enter the studio)
- Sule : Mr. Mario Sepuh. Wow, your hair style is so cool.
- Mario Sepuh : Tonight, I am (he was nervous to meet Wishnutama then fixed his hair)
- Wishnutama : Kinda nervous, Mr. Mario? Why is your hair a bit more dense?
- Mario Sepuh : I took some time to go to the barber shop, I got my hair bleached.
- Sule : I heard that you adore him, don't you?

- Wishnutama : I do. In term of "feeling you" I adore Najwa, but I choose Mario for entertaining when I am stressed.
- Mario Sepuh : Thank you.
- Sule : So, it is Mario, isn't it?
- Wishnutama : It is. **Sule, there was a time when he did something exactly like this and I called the crews of Ini Talkshow, I said " What his name Yusuf...ups Andre. It is good that he did that, let's make it more often!" that is why we make such gimmick. However, most of the time he was failed I think, but sometimes he is great especially when acting like Mario Sepuh.**
- Audience : Ha ha ha (LOL)

When it is seen from the social status of the speakers which are different, that is between the employer and employee, Wishnutama utterance in the excerpt (1) above violated the maxim of quantity. It happened when he explained about his employee's performance. Wishnutama's utterance "*Sule, there was a time when he did something exactly like this, and I called the crews of Ini Talkshow, I said " What his name Yusuf...ups Andre. It is good that he did that, let's make it more often!" that is why we make such gimmick. However, most of the time was failed I think, but sometimes he is great especially when acting like Mario Sepuh.*" Violated the maxim of quantity since it was more informative than was needed.

Meanwhile, the other speaker, Sule, only gave less contribution to the conversation. The violation can be proven by using elimination technique so that the utterance become "*Yes I do adore Mario Sepuh.*" This utterance does not violate the maxim of quantity since its contribution is enough as it is needed.

Wishnutama utterance that violated the maxim of quantity gave rise to the laughter of the audience. In the above excerpt, Wishnutama utterance contains conversational implicature. The implicature of the conversation can be drawn on the occurrence of the violation of the maxim of quantity. That humorous utterance contains conversational implicature. The implicature of the conversation in that conversation expressed doubt about Andre quality in acting to be other famous characters. It should be highlighted that Ini Talkshow show often gives some surprises that make the audience more entertained. One of

them is by acting to be some famous characters or inspiring figures. In *Ini Talkshow*, Andre is the one who often acts like others characters.

The Violation of Maxim of Quality

Maxim of quality requires its speakers to convey something based on sufficient evidence. However, in *Ini Talkshow*, the maxim of quality was not fulfilled by the speakers, so that it led to the violation of the maxim. This violation of maxim is realized by "utterances which contain something that is believed to be untrue, and the proof of truth is less convincing" which appears in the fragment (2).

(2) Context: Yuki Kato is an artist who is considered entertaining because she often uses slang. Therefore, she was invited to teach slang in *Ini Talkshow* show.

- Andre : Well, there's Yuki here...
Dara maybe you are interested in slang. Yuki can teach you. You will be cool if you can speak by using slang.
- Dara : Ok, please teach me.
- Yuki Kato : Am I that cool? Seriously?
- Audience : You are. Hahahah (LOL)
- Yuki Kato : *Sorry, gue kaya OMG gitu loh.* (Indonesian slang)
Actually, the first time I learn slang is like how I can get colds. You have to make sure that. For example like this, "asli ough" (giving example when people got colds).
- Andre : Ha ha ha ha (LOL) I've just known that if we want to learn slang we have to get colds.
- Yuki Kato : Yes, you have to get colds first!
- Andre : Ok, I try "*asli ough*" (following Yuki Kato)

In excerpt (2) Yuki Kato directive utterance, *the first time I learn slang is like how I can get colds. You have to make sure that. For example like this, "asli ough" (giving an example when people got colds)* violated the maxim of quality since the speaker gave false information and can't be proven. Logically, a person who uses slang does not necessarily have a condition like described by the speaker. This violation is considered violated the first sub-maxim, that is saying something which is believed to be false.

In the excerpt (2), the technique that is used to make the utterance fulfill the maxim is by using a substitution technique ie by substituting

that correct utterance with a fact-based utterance. If the speaker says something natural to her partner, such as "when we use slang we should adjust it with the context and other factors." So that utterance will be natural and fulfill the maxim of quality.

Speakers who violate the maxim of quality is younger than other speech partners. Therefore, there is a closeness between the speaker and the speech partners. It makes the speaker feel freer to explore her utterances. However, since the professions of the speakers are the same, as public figures, the humor created by Yuki Kato utterance is supported by the implicature that can be drawn on the violation of maxim of quality. This maxim violation in the humor is intentionally created to build a funny conversation.

The Violation of Maxim of Relevance

In *Ini Talkshow* show, the violation of maxim of relevance was realized through the utterance that irrelevant to the topic of the conversation appears in the fragment (3).

(3) Context: Andre asked how come Kokoh (Sule) bought a mattress from Cipan (Cici Panda)

Andre : Koh, how did you buy a mattress from Cipan?

Kokoh : Owe (I) once met her!

Andre : Met her?

Kokoh : **With her (pointing his wife who was sitting next to him). Then, I got married. Accidentally, I like Panda because it is big.**

Kokoh wife : Ah...why did you compare me to panda?

Excerpt (3) is an utterance that leads to a violation of maxim of relevance due to gender and speech intention factors. The utterance between the Kokoh character and his wife are very different. In term of gender, men are more likely to use impolite language. This is in line with Santoso, Widayanti, and Astuti (2011) who said that the gender factor would affect someone's utterances in the conversation.

The violation of the maxim of relevance in Kokoh utterance occurred because he gave an inappropriate answer to the question asked by Andre. Kokoh answered " *With her (pointing his wife who was sitting next to him). Then, I got married.*

Accidentally, I like Panda because it is big." is a violation of the maxim of relevance from the question asked by Andre in the excerpt (3). However, Kokoh gave an answer which was out of context. The technique to prove that is by using substitution technique.

To prove the violation, the substitution technique can be used. That is by substituting the utterance which violates the maxim. If Kokoh answer by saying " *Yes I met Cipan when she was selling the mattress, and I was interested in buying.*" Then Kokoh will fulfill the maxim of relevance. If it is seen from the situation when the conversation happened, it happened in a serious situation. Andre seriously asked about the mattress which was bought from Cipan. The Kokoh character should answer it appropriately. The utterance which violated the maxim of relevance had an implicature in the form of satire. However, to make an implicature in the form of humor, the speaker neglected the maxim of relevance so that the purpose was achieved.

The Violation of Maxim of Manner

In *Ini Talkshow* show occurred the violation of maxim of manner. This violation of the maxim is realized by "vague speech, taxa, and irregularity" which appears in fragments (4).

(4) Context: Sule tried to use a wig that Maya sold to her actress friends to make them more confident.

Maya : This is a wig, it is nice, isn't it?

Sule : What is special from that wig?

Maya : These are confident wigs, there are a wig that makes you confident become a model, being a beautiful woman, and to speak English.

Sule : Wow, that's nice, how about this? What is this wig for?

Maya : This is to make you confident in speaking English

Maria : Just try it, Sule!

Sule : (trying the wig) Ladies and gentlemen, *Anak geulis dahar peremen, good night goodjuba...* Wow but it is still messy.

In the excerpt (4) occurred a violation of maxim of manner since there were factors from the participants and the educational background of the speakers. The violation happened in the utterance "*anak geulis dahar peremen, good night*

goodjuba...”. The violation of maxim of manner occurred because there were Maya and Maria who had mixed-blooded faces and were well educated. Therefore, the topic was about the foreign language.

With the existence of topic as well as the speech partners who had mixed blood made Sule adjusted his language. However, the language used by Sule contained a mixture of codes between English and Sundanese which, if interpreted, will cause ambiguity. The technique used for Sule's utterance in order not to violate the maxim of manner is by using the connecting and comparing technique. This technique will adjust the utterance which violates the maxim of manner to the utterance that fulfills the maxim such as *"Ladies and gentleman, sees you tomorrow."* Thus, the utterance can rise laughter from the audience.

Violations of the principle of cooperation occur when speakers and partners cannot work together in communicating and understanding speech (Lestari, and Indiatmoko 2016). This is due to the existence of speech that is not relevant to the context. In each conversation, some speeches obey or violate the principle of cooperation (Rustono, 2000). Compliance with the principle of cooperation does not carry a cuteness effect. In contrast to violations of the principle of cooperation, it often functions as a support for humor, because through inference is drawn on violations of the principle of cooperation, certain implicatures can be identified.

CONCLUSION

The violation of the principle of cooperation is used by the participants to create humor. The violation happens in all four maxims that are the maxim of quantity, the maxim of quality, the maxim of relevance and maxim of manner.

The violations that occurred in the humorous utterances in *Ini Talkshow* show were caused by the utterances which are more informative, are not true and are not relevant with

the context of the conversation, and cause ambiguity.

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