

The Violation of Politeness Maxim Principles Found in *Skinnyindonesian24* Youtube Channel

Elsara Khairun Nisa^{1✉}, Rustono Rustono², Haryadi Haryadi²

¹ Universitas Tidar, Indonesia

² Universitas Negeri Semarang, Indonesia

Article Info

History Articles
Received:
7 September 2021
Accepted:
12 October 2021
Published:
30 December 2022

Keywords:
Pelanggaran bidal-
bidal prinsip
kesantunan, Youtube,
Youtube's Got Talent

Abstract

The technological advancement in this 4.0 industrial era shifts conventional communication into social media communication. One of the preferred social media is YouTube by most Internet users in Indonesia. Thus, it makes YouTube free to use for every one so that many violations of politeness maxim principles. These violations made researchers eager to investigate with politeness theory of Leech. This research aims to find and identify the violated politeness maxim principle in the *Skinnyindonesian24* YouTube channel. The researcher used a qualitative pragmatic approach with descriptive analysis. The data sources were from the conversational excerpt that might contain politeness maxim principal violation in YouTube's Got Talent Part 1-3. Then, the research data sources were from the conversational excerpt in the *Skinnyindonesian24* YouTube channel. The researchers collected the data with an observing technique. The advanced techniques were recording and notes. The data validity included data triangulation or data source triangulation and theoretical triangulation. The data analysis techniques of this research were normative and heuristic methods. The analyses showed some violations of tact, sympathy, approbation, generosity, agreement, modesty, opinion-reticence, feeling-reticence, the obligation of S to O, and the obligation of O to S maxims.

✉ Correspondence address:

Ketanggungan, Kabupaten Brebes Jawa Tengah (52263)

E-mail: echaecha18@students.unnes.ac.id

p-ISSN 2301-6744

e-ISSN 2502-4493

INTRODUCTION

Internet-based technology becomes the fastest technological result during the 4.0 industrial era. Effendy (2004) argues that Science and Technological development have become an important part of human life. Science and technological development influences various sectors, such as education, defense, transportation, trade, and communication. Communication is a process to deliver a statement to other people.

Recently, communication does not occur conventionally since the development of science and technology for communication exists massively with social media (Adelia, 2021). Social media realizes real-time communication due to internet technology. *Republika.co.id* also supports this notion via a web article titled “*Akademisi: Media Massa Kini Kalah dari Media Sosial*” Saturday, February 8, 2020.

Technological advancement brings various types of social media to facilitate communication, such as *WhatsApp*, *Twitter*, *Facebook*, *Instagram*, *YouTube*, *Skype*, etc. The impacts of the development are observable on adolescents' tendencies that prefer shows and language uses on electronic media. *DataReportal* (11/02/2021) reported that YouTube became the most preferred social media by 170.000 users in Indonesia. The number of social media users in Indonesia increased by 10 million (+6.3%) from 2020 until 2021. The social media users in Indonesia were equal to 61.8% of citizens of Indonesia in January 2021.

Ironically, technological development influences politeness and hospitality of the communicated language as the identity of Indonesia. Indonesia, as an Eastern country, respects politeness in using language. However, at the present time, this identity is fading. Adelia (2021) says that people should be wise while communicating via social media. One of them is to consider the politeness aspect in the language. The politeness of a language reflects an individual's politeness, personality, and characteristics. Thus, a speaker should adhere to

the politeness principle to realize language politeness (Hidayati, 2017).

Based on the observed phenomena, the researchers found violations of politeness maxim principles. The researchers also found similar findings in the previous studies. Lestari (2016) found violations of politeness maxim principles in a comedian or *komika* named Dodit Mulyanto during his performance in Stand-up Comedy. Agustina (2019) found violations of politeness maxim principles in a movie titled *Yowes Ben* by Bayu Skak. Kusworo (2019) found a violation of politeness in educational utterances during learning interaction in Madrasah Ibtidaiyah Bina Insani.

The findings proved that social media, YouTube, had many politeness maxim principal violations. One of YouTube channels that violates politeness maxim principles is *Skinnyindonesian24* with the video about *YouTube's Got Talent Part 1-3*. The number of subscribers of the channel reaches 3.34 million. This huge number of subscribers can influence the viewers negatively if the shows do not have clear objectives. At the present time, the viewers of the video have reached 12 million views. Thus, the researchers wanted the viewers to understand the content meaning of YouTube's *Got Talent Part 1-3* in the channel. Here is a conversational excerpt in the video.

Jovial's statement violates tact maxim. The speech partner, David, finds his uncomfortable feeling due to his friend's actions. On the other hand, Jovial only makes his utterance benefit the judges and YouTube channel. However, his utterance makes the content owner or speech partner suffer from disadvantages by breaking the friendship between David and his friend.

In the example, the researchers analyzed the excerpt with politeness theory. Rustono (2000) mentions that a speaker cannot only obey the cooperative principle. This speaker also needs the politeness principle to deal with the occurring challenges due to the cooperative principle. Gunawan (cited by Rustono, 2000) also asserts that cooperative principal violation proves that communication

does not only share information but keeps and maintains the social relationship of both speaker and speech partner. Therefore, politeness also refers to “manner.”

Many experts study politeness within pragmatics scope. They are Leech, Robin Lakoff, Bowl, and Levinson. The politeness principle, according to Leech (cited in Rustono, 1999), is based on maxims that a speaker must obey. Thus, this speaker can meet the politeness principles. Leech (2014) reveals 10 maxims: generosity, tact, approbation, modesty, the obligation of S to O, the obligation of O to S, agreement, opinion-reticence, sympathy, and feeling-reticence maxims.

Leech used some principles to obey so that speakers could meet the politeness maxim principles. The adherence of the maxims is rarely found. Thus, the maxim principles are hardly met and violated. The problem formulation of this research consists of violated politeness maxims in the *Skinnyindonesian24* YouTube channel. The researchers aimed to find and identify the violated politeness maxim principles in the YouTube channel.

METHOD

This research applied theoretical and methodological approaches. The theoretical approach in this research is the pragmatics approach. The methodological approach in this research is a qualitative approach with descriptive analysis to create descriptive data in the forms of written and spoken expression by speakers toward speech partners (Moleon, 2006). The current research' data sources were conversations. The researchers indicated these conversations to have violated politeness maxim principles in *YouTube's Got Talent Part 1*, *YouTube's Got Talent Part 2*, and *YouTube's Got Talent Part 3* found in *Skinnyindonesian24* YouTube channel. On the other hand, the data were from the conversational excerpts in the youtube channel.

The researchers collected the data by observation. Then, the researchers used a recording technique as the basic technique. On

the other hand, the advanced techniques were recording and noting to collect the data. In this research, the researcher observed the spoken language since the obtained data were from *the Skinnyindonesian24* YouTube channel. The data validity included data triangulation or data source triangulation and theoretical triangulation. The data analysis techniques of this research were normative and heuristic methods. The normative method allowed researchers to match the data based on the guideline of politeness principal criteria (Adriana, 2014). The researchers also used the heuristic method. Then, the techniques to present the analyzed data were informal and formal techniques. The researcher used the informal presentation technique to formulate the words. It was useful to explain the data analysis with technical terminology. On the other hand, the formal presentation was a formulation in the form of signs and symbols (Sudaryanto, 2015). The analyzed data were explanations of the conversational excerpts concerning politeness maxim principles in *Skinnyindonesian24* YouTube Channel.

RESULTS AND DISCUSSION

The researchers found politeness maxim principle violations based on videos from YouTube's Got Talent Part 1, YouTube's Got Talent Part 2, and YouTube's Got Talent Part 3 in *Skinnyindonesian24* YouTube channel. Politeness maxim principal violations occur if communication does not maintain an excellent social relationship between speakers and speech partners. This communication violates the politeness maxim principle since the communication does not pay attention to the manner within a conversation. Here are the explanations:

Generosity Maxim Violation

Generosity maxim violation occurs if speakers do not highly respect the intention of speech partners. This violation does not minimize the personal benefits and does not maximize other individuals' benefits.

This excerpt (1) shows that Jovial only thinks about his self-benefit.

Context: Jovial Uses Jwet Bros To Review His Food Business

Fixam:

“Saya Fixam dan teman saya”
(Im Fixam, and he is my friend)

Andi:

“Dan saya Andi.”
(I am Andi)

Fixam:

“Kita dari Jwest Bros. Kita itu food reviewers.”
(We Are Jwest Bros, food reviewers)

Chandra, The Judge :

“Oh Jwest Bros, wes ewes ewes jewes reviewnya.”
(I see, wes ewes ewes jewes)

Jovial, The Judge :

“Bagus, tapi ini lebih bagus untuk gue.”
(Excellent, but I am the best)

Chandra, The Judge :

“Kenapa?” (How come?)

Jovial, The Judge :

“Karena gue dari tadi nunggu reviewer datang. Guys, gue baru buka bisnis makanan dan gue mau kalian review please dong ini direkam. Kalau enak uwooooh banyak yang bakal beli. Tolong dong ayo dong review.”

(I have been waiting for the reviewers. You know - I just run my food business, and I want you guys to review and record my business. If you find it tasty, uwooooh, there will be many buyers. Please share your reviews with)
(YGT Part 2_15)

The generosity maxim violation is observable in Jovial's statement: Bagus, tapi ini lebih bagus untuk gue.” (Excellent, but I am the best) Jovial was happy because Jwest Bros, the food reviewer, assisted him in tasting the culinary business of Jovial. It was a fried rice business. Jovial maximized the benefits of Jwest Bros' arrival to review his culinary business. Jwest Bros, as the speech partner, does not receive any benefits because Jovial had maximized the personal benefits. Jovial only

asked Jwest Bros' help without paying the reviewing service. However, Jovial remains to obtain the benefits from the review. The obtained benefits by Jovial could reach 8 times higher because Jwest Bros uploaded the culinary review video. At that time, the viewers of the video reached 84.153.419 views with 534 thousand subscribers. Jwest Bros could influence the viewers via their YouTube channel because of the number of subscribers and the viewers. However, in this case, Jovial experienced the direct higher benefits from the video. His business became popular and well-known among Indonesian people. The effect of the video was the high intention of the viewers to taste the culinary product promoted by Jwest Bros. Thus, they would buy the product. From this situation, Jovial received higher self-benefits from Jwet Bros' subscribers.

Tact Maxim Violation

Tact maxim violation occurs if speakers do not provide lower values on both speakers' and speech partners' intentions. This violation does not minimize or maximize the cost for other parties or speech partners.

The following excerpt (2) violates the tact maxim, indicated by Bayu's statement.

Context: The Judges Commented On Anderu's Content

Bayu, The Judge :

“*Channel* yang kayak gini nih bakalaku.”
(This kind of channel will not win the market)

Jovial, The Judge :

“Kenapa?” (How come?)

Bayu, The Judge :

“Soalnya ya ngapain ngomongin kebaikan seseorang. Yang keburukan itu pasti akan ditonton orang.

” (What is the good thing to talk about somebody's kindness? It is different if you show someones' disreputes

(YGT Part 2_20)

Bayu's statement toward Anderu that imitated Jovial violates the tact maxim. Bayu does not provide any benefits for the other party. However, he puts disadvantages for both himself

and Jovial as the speech object. Bayu addresses his statement, the bold statement, toward Jovial that suffers disadvantages since he is the center of the conversation. Bayu did not recklessly utter his expression. Coordinating Ministry for Human Development and Cultural Affairs, Muhadjir Effendy, in an article reported by Kemenkopmk.go.id (January 16, 2020), revealed the tendency of negative and unorganized video content to provide huge cognitive influence and reactive actions from the community. If it occurs and becomes the culture of the people, it changes the life dynamic with many criminalities and negative matters in YouTube videos.

Approbation Maxim Violation

Approbation maxim violation occurs if speakers do not highly respect the quality of speech partners. This violation does not minimize or maximize the compliments for other parties or speech partners.

This excerpt (3) shows Jovial underestimates Minyo's skills. He even predicts that Minyo will not succeed on YouTube.

Context: Jovial Asks Some Questions To Minyot

Jovial, The Judge :

"Okay, tinggi?" (How is your height?)

Minyo :

"Terakhir cek 153.

"(The last check was 154)

Jovial, The Judge :

"Yang gue liat 142.

" (Impossible, I find it 142)

Bayu, The Judge :

"Ya bisa pake heels lah entar.

" (All right, you can use higher heels later)

Andovi, The Judge :

"Oh udah pake heels.

" (I see. She has used the heels)

Jovial, The Judge :

"Oh 140. Okay eumm berat badan?

" (I see, 140. What about your weight?)

Minyo :

"Terakhir cek juga kalau ngga salah sih 55 minggu lalu."

(I remember the last check was 55, last week)

Jovial, The Judge :

"Warna kulit? Hitam langsung sih jelas-jelas ya oke warna kulit. Rambut? Itu rambut udah secara natural kayak gitu atau lurus terus lu gelombang gitu?"

(Skin color? I see it is fair-black. The hair? Is your hair natural, or was it straight hair, but you made it curly?)

Minyo :

"Naturalnya gini. *I woke up like this.*

" (It is natural, you know. I woke up like this)

Jovial, The Judge :

"Okay berarti tidak lurus ya. Udah kayaknya lu berusaha 5 tahun, 10 tahun ke depan bisa dapet 100 ribu kalau *youtube* belum tutup.

"(I see, so it is not straight hair. I guess if you take this matter serious for 5 up to 10 years, you could get 100 thousand subscribers before YouTube closes its platform)

(YGT Part 2_10)

Jovial maximizes his ridicules toward Minyo with some body-shaming expressions. Body shaming is ridiculing an individual's appearance and comments on his or her physical appearance. Jovial asks about the physical appearances, such as height, weight, skin color, and hair. The questions have no correlation with beauty vloggers since Minyo has skills in cosmetics. Thus, the inadequate physical matters based on Jovial's criteria made Jovial say that Minyo would not succeed in the future. It is observable from a statement: "Okay berarti tidak lurus ya. Udah kayaknya lu berusaha 5 tahun, 10 tahun ke depan bisa dapet 100 ribu kalau *youtube* belum tutup.

(I see, so it is not straight hair. I guess if you take this matter serious for 5 up to 10 years, you could get 100 thousand subscribers before YouTube closes its platform) Jovial's statement ridicules the physical appearances of Minyo that do not meet the criteria of a beauty vlogger. For Jovial, Minyo will have difficulties reaching 100 thousand subscribers five or ten years later.

Jovial indirectly mentions that Minyo's physical appearances do not meet the criteria of a beauty vlogger. Jovial thinks that beauty vloggers must have a slim body, tall body, white skin, and curly hair.

Modesty Maxim Violation

Modesty maxim violation occurs if speakers do not provide lower values for the speakers. This violation does not minimize or maximize self-ridicules.

This excerpt (4) found self-compliment by a member of XD Entertainment.

Context: A Member Of Xd Entertainment Explains His Youtube Content

Xd :

“Kami adalah *youtube channel* yang bisa beli segalanya.”

(We are YouTuber that can buy anything)

Andovi, The Judge :

“Oke oke. Kalian bisa beli apa? Contohin sekarang contohin.”

(I see. What can you buy? Give me examples)

Xd :

“Saya mencium bau *rolex*. Saking seringnya kami beli *rolex*, kami tau baunya. Kita boleh tau harganya berapa?”

“(I smell something, Rolex, because you know we frequently buy Rolex. It makes us aware of the smell. Let me know how much it is)

Jovial, The Judge :

“170.”

Xd :

“Bagaimana untuk membuat konten ini menarik, kami beli.

” (How if we buy the Rolex to make this content interesting)

Andovi, The Judge :

“Kalian mau beli *rolex* mereka sekarang?”

(Do you guys want to buy their Rolexes now?)

Xd :

“Dua-duanya. Berapa harganya 170? Berarti kalau dua, 340. 170 kali 2? Pusing 1 milyar. Saya ngga bisa ngitung, 1

milyar. Matematika ngga penting, yang penting mahal.

”(Both of them. How much will it be? 170? Twice of a unit's price, 340. 170 times 2, right? 1 billion, right? Arrgh damn, I cannot count. Mathematics is not important for me. The most important thing is expensive)

Bayu, The Judge :

“Dua ini, 1 milyar?

”(These two are 1 billion?)

Andovi, The Judge :

“Ambil Kak Jo, jual jual.

” (Come on Jo, sell them)

(YGT Part 3_2)

The member of XD Entertainment does not obey the modesty maxim by feeling proud of himself. This member also complimented himself and his YouTube channel. One of the members claimed that XD Entertainment's YouTube Channel only creates the content of buying luxurious goods. He also states arrogantly that he frequently buys Rolex watches (luxurious watches). Thus, he claims that he could notice the smell of Rolex watches, for example, those worn by the judges. One of the responses of the members also shows the intention to make an impression of a rich person. The evidence is this person does not consider the price of the Rolex watch that he buys. If the price of a Rolex watch is 170 million, the member will buy the watch with double the price, 340 million. Then, the members are ready to pay with one billion. The amount of the money is equal to 1000 million. It means XD Entertainment will pay 340 million for the Rolex plus 660 added money. This added money is greater than the price. From this situation, the image of XD Entertainment is in line with the tag line of the YouTube channel: capable of buying anything. The behaviors of the members prove the violation of modesty maxim by self-complimenting and reducing self-ridiculing.

The Obligation of S to O Maxim Violation

This maxim violation does not highly respect the obligation of a speaker, S, toward a

speech partner, O. The speaker does not apologize nor say thank you for the speech partner's assistance.

This excerpt (5) shows the maxim violation of the obligation of S to O found in the judges of YouTube's Got Talent.

Context: Uus Is Angry At The Judges Of Youtube's Got Talent

Chandra, The Judge :

"Uus itu yang kita cari, kalau udah komedian selamanya komedian."

(Uus is the one we look at. If he is already a comedian, he will be always a comedian)

Jovial, The Judge :

"Elu ngga usah bahas yang termarginalisasi."

(Come on, don't you discuss someone marginalized like that)

Uus :

"Bisa ngga, ngga usah nyuruh nyuruh gue ngelawak dengan standar TV."

" (Can you just let me do jokes without standard jokes for TV program?)

Chandra, The Judge :

"Oh masih *premis premis, punchlinenya....*"

(Ahh I see. It is still premise, how is the punch line)

Uus :

(*Acting he is punching something*)

Jovial, The Judge :

"Dia kesel sama TV, dia kesel sama TV."

(Look he is annoyed by TV program)
(*Imitating Uus' action*)

(YGT Part 2_22)

The antipathy and selfishness of the judges made Uus angry because they asked Uus to be a common comedian. Uus assertively says "Bisa ngga, ngga usah nyuruh nyuruh gue ngelawak dengan standar TV." This statement has the intention to command himself to perform comedy without any standard of a TV program. It happens because Uus has unpleasant memories of TV programs. For example, when the OVJ program of Trans7 fired him. At that time, Uus did not perform the comedy based on Trans7's standard program. OVJ or Opera Van Java is a comedy program that aims to show a

modern-puppet show. OVJ requires the actors to keep creating jokes. At that time, Uus could not meet the requirement. Thus, the producer fired him from the program. From the background of the problem, the speech partner, Uus, got angry due to the speakers' actions. Therefore, the speakers of YouTube's Got Talent, or the judges, should ask for an apology. However, excerpt (5) shows that Chandra does not ask for an apology. He even questions Uus' comedy performance in a Stand-up Comedy.

The Obligation of O to S Maxim Violation

This maxim violation does not highly respect the obligation of a speech partner, O, toward a speaker, S. The speech partner does not apologize nor say thank you for the speaker's assistance.

The following excerpt (6) shows Jovial's utterance that does not respond to Fixam's apology.

Context: Jwest Bros Denied The Offering Of Joival Related To Culinary Review

Fixam :

(Counting the money given by Jovial)

"Maaf banget tapi kita ngga mau nipu orang yang nonton kita."

(So sorry, we do not want to ridicule our viewers)

Jovial, The Judge :

"Keluar kalian dari sini keluar. Ngapain kalian jujur di youtube, eh senengin semua orang. Senengin sponsor yang bener."

(Get out of here. Why should you keep being honest? You must make the viewers like your content and make your sponsors happy)

(YGT Part 2_18)

Context: Jwest Bros Denied The Offering Of Joival Related To Culinary Review

Fixam :

(Counting the money given by Jovial)

"Maaf banget tapi kita ngga mau nipu orang yang nonton kita."

(So sorry, we do not want to ridicule our viewers)

Jovial, The Judge :

“Keluar kalian dari sini keluar. Ngapain kalian jujur di youtube, eh senengin semua orang. Senengin sponsor yang bener.”

(Get out of here. Why should you keep being honest? You must make the viewers like your content and make your sponsors happy)

(YGT Part 2_18)

Jovial violates the obligation of the O to S maxim because he does not respond to the apology request from Fikam. Fikam asks for an apology because he cannot lie or ridicule the viewers with his culinary review. He cannot say that Jovial's culinary is better because he thinks that his reflections are from the culinary review. It means an honest review made by his team cannot be used to ridicule viewers. Jovial does not respond to the apology of Fikam. He even answers negatively by saying, get out of here. Why should you keep being honest? You must make the viewers like your content and make your sponsors happy. Jovial got angry because Fikam did not want to help him ridicule the viewers. He even suggested Fikam make the sponsors happy instead of the viewers. Jovial thinks so because viewers do not contribute anything. Therefore, for him, it is better to make sponsors happy because they provide financial supports for promoting the food.

Agreement Maxim Violation

Agreement maxim violation occurs if speakers do not highly respect the opinion of speech partners. This maxim does not minimize the disagreement of a speaker and other party nor maximize the agreement of the speaker and other parties.

Indira and the judges of YouTube's Got Talent do not have an agreement of bargaining (see this excerpt, 7).

Context: Indira Bargains With The Judges About Subscribers

Chandra, The Judge :

“Dan kita sepakat untuk memberikan kamu 100 ribu *subscriber*.”

(We agree to give you 100 thousand subscribers)

Indira :

“Emm ... bisa naikan dikit ngga *subscribarnya?*”

(Can you give more subscribers?)

Jovial, The Judge :

“Hemm ... hemm ... mau naik dikit? Bisa buka dikit ngga?”

(Mmmm... M.... Do you want more? Can you show me a little?)

Indira :

(*Smirking while leaving the judges*)

Jovial, The Judge :

“Gua belum selesai. Maksud gua buka wawasan, *open minded*.”

(Hey, wait, I am talking to you. I mean it is to open your insight)

(YGT Part 1_11)

The disagreement of the excerpt occurs between Jovial and Indira. Indira asks for higher numbers of subscribers from Jovial. However, Jovial does not agree with it. Jovial shares his condition if Indira wants more subscribers. It is to show a bit. Jovial asks Indira “Hemm ... hemm ... mau naik dikit? Bisa buka dikit ngga? The question of bisa buka dikit ngga? Or can you show me a bit? - are ambiguous in the Indonesian language. The question may refer to gender issues with an indication of the patriarchal system and sexual harassment. Thus, Indira thinks that Jovial asks something related to the sexual matter. However, Jovial explains that he just wants Indira to show a bit of her insight or mindset without any sexual harassment intention. The statement makes Indira leave the studio of YouTube's Got Talent without any agreement between them.

The Opinion-Reticence Maxim Violation

This maxim violation occurs if speakers do not provide lower values for the speakers' opinions. This maxim does not give up on personal opinion nor choose the other party's opinion.

The researchers found the reticence in excerpt (8), the utterance of Aulion about talent.

Context: Jovial Explains The Meaning Of Talent In Youtube

Aulion :

“Saya ke sini emang untuk nunjukin bakat saya. Ini kan Youtube’s Got Talent, bukan Youtube’s Got Subscriber account kan?”

(I am here to show my talents. This event is a YouTube’s Got Talent instead of YouTube’s Got Subscriber account, right?)

Jovial, The Judge :

“Lu ngga paham, lu ngga paham. Talent di youtube itu angka, itu talentnya. Jadi apa gunanya lu nunjukin sesuatu yang keren ngga ada yang nonton. Kan kita mau apa yang kita suguhkan ke penonton, ditonton. Lu harus punya angka, angka berarti seni lu keren. Itulah youtube.”

(Don’t you understand? Talent in YouTube is just a number. So, what is it for you to show off something cool if no one watches it? You want what you present to be watched by viewers. Thus, you must have numbers!. These numbers indicate that you are cool. That is YouTube)

Aulion :

“Intinya tujuan saya ke sini, saya mau nunjukin talenta saya bukannya diangka. Assalamualaikum.”

(I just want to show my talent. My talent is not numbers. Assalamu’alaikum)

(YGT Part 3_5)

Aulion says the utterance toward judges of YouTube’s Got Talent. Jovial answers logically that talent in YouTube is merely a collection of numbers. Thus, it is useless if Aulion shows something cool without any viewers. He says, “ You want what you present being watched by viewers. Thus, you must have numbers!. These numbers indicate that you are cool. That is YouTube.” Jovial explains that talent is just numbers. Thus, something cool without viewers will be useless. More views on a talent content video indicate the video is cool art. Thus, Jovial thinks that a talented individual on YouTube is someone that has many subscribers and viewers of a video. For him, it is the real talented content creator on YouTube.

Aulion disagrees with Jovial's opinion. Aulion thinks talent is not about number, and Aulion states it clearly. Thus, Aulion believes in the truth of the opinion and does not want to accept other people's opinions. Aulion says, " I just want to show my talent. My talent is not numbers.”

Sympathy Maxim Violation

Sympathy maxim violation occurs if speakers do not highly respect the feeling of speech partners. This maxim does not minimize the antipathy of a speaker and other party nor maximize the antipathy of the speaker and other parties.

The violation occurs in excerpt (9) found in the judges’ utterances.

Context: Uus Explains His Youtube Content

Andovi, The Judge :

“Tolong jelasin channelnya mau ngapain?”

(Please explain what the purpose of your channel is!)

Uus :

“Gitu gitu aja ya. Ya openingnya biasa aja. Obrolannya biasa aja, terus ngobrolnya sambil ngerokok sambil minum. Terus ngomongin tongkrongan, terus juga kayak orang-orang yang selama ini merasa salah dihidupnya mereka ngerasa ngga sendirian. Jadi kita banyak cerita soal masa lalu kita yang salah-salah, ternyata jadi komedi di masa depannya gitu.”

(This one, the opening, is just a common opening. It is a casual chat and then is continued with chatting, smoking, and drinking. Then, it goes as if it is in a hangout place. The speakers will talk about many things about their lives that they think their lives are mistakes or lonely. Thus, we talk about many things about our past experiences. However, these experiences become something funny in the future)

Jovial, The Judge :

“Us Us ini serius banget, lawaknya di mana?”

(Us. Us. Why are you so serious? Where is your joke?)

Andovi, The Judge :

“Tadi tuh *premis premis.*”

(You know what - those were the premises)

Jovial, The Judge :

“Oh mungkin itu *premis* untuk *punchline.*”

(I see. Those were premises for the punch line, right?)

(YGT Part 2_21)

Excerpt (9) violates the sympathy maxim.

Jovial violates the sympathy maxim because he acts antipathy toward Uus' utterance. At that time, Andovi asks about the YouTube content of Uus' channel. Uus says that his content is similar to a podcast. However, the atmosphere represents Uus' styles. It is a chatting activity while smoking and drinking alcohol. The YouTube content of Uus represents his intention to make content that is free from any regulation as TV programs do. His content also shows and shares stories from the negative experience of the speakers. He believes that something negative will never remain negative. Some negative experiences may turn into teaching and life-comedy. The judges do not seem enthusiastic about the content. They seem questioning about Uus' style. They thought that the style would be a stand-up comedy style on a stage. They thought so because Uus' was a comic or a stand-up comedian. Uus was famous because he performed in Stand Up Comedy held by Kompas TV. Therefore, the judges thought Uus was a comedian that would perform monologue comedy.

The Feeling-Reticence Maxim Violation

Feeling-reticence maxim violation occurs if speakers do not provide lower values on both speakers' and speech partners' feelings. The maxim violation occurs by acknowledging that a party does not want to lie or ridicule.

The conversational excerpt (10) violates the politeness principle found in the feeling-reticence maxim.

Context: Anji Sings a Song

Andovi, The Judge:

“Stop! Lo anjing.”

(Stop! You, dog!)

Anji:

“Loh, kok anjing sih? Kok anjing sih?”

(Why do you call me so?)

Andovi, The Judge:

“Anji New Generation.”

(It is Anji New Generation)

Jovial, The Judge:

“Oh soalnya yang Anji old generation cuma di media lama. New generation media lama dan media baru, youtube-youtube.”

(You know, Anji old generation is in the old media. However, Anji New Generation exists in both new and old media, YouTube)

Anji:

“Sebenarnya, kalian berdua yang anjing (*menunjuk JURI JOVIAL dan Andovi*). Kita sama-sama ke *Youtube Cretaor Submit* di Jepang, memperjuangkan *youtube* Indonesia algoritma langsung di hadapan petinggi-petinggi *youtube* yang ada di sana. Dan sekarang kalian berdua ninggalin gua. Kalian berdua yang anjing!”

(Both of you are the real dogs, Anjing. (Pointing at Jovial and Andovi). Don't you remember we went to YouTube creator submit in Japan fighting for Indonesia's YouTube Algorithm in front of the YouTube officers? However, now you leave me. Both of you are dogs)

(YGT Part 1_7)

Anji cannot hide his disappointed feeling toward Andovi and Jovial. He expresses his feeling when Andovi and Jovial call him *anjing* or dog. For Andovi, *Anjing* is an acronym of *Anji New Generation*. It means a new generation of Anji. Now Anji performed both off-air and on-air on TV, but now he uses YouTube. Anji felt annoyed by Jovial and Andovi that left him on YouTube. Anji says "*anjing*," an offensive curse to offend other people's feelings. Anji is angry and disappointed because Andovi and Jovial left YouTube. Anji gets annoyed because Andovi and Jovial left him after June 24, 2021. At that

time, they fought together to establish Indonesia's works on YouTube.

CONCLUSION

The analyses showed some politeness principle violations on tact, sympathy, approbation, generosity, agreement, modesty, opinion-reticence, feeling-reticence, the obligation of S to O, and obligation of O to S maxims

REFERENCES

- Adelia, J., & Suhartono, M. P. (2021). Kesantunan Berbahasa dalam Podcast Deddy Corbuzier. *E-journal Bapala*, 8(6), 25-33. Retrieved from <https://ejournal.unesa.ac.id/index.php/bapala/article/view/41438>.
- Adriana, I. (2014). Analisis Bahasa SMS Mahasiswa STAIN Pamekasan terhadap Dosen menurut Prinsip Kesantunan Leech. *NUANSA: Jurnal Penelitian Ilmu Sosial dan Keagamaan Islam*, 11(1), 53-76. <https://doi.org/10.19105/nuansa.v11i1.181>.
- Agustina, N., & Pristiwati, R. (2019). Pelanggaran Prinsip Kesantunan Dalam Film *Yowis Ben Karya Bayu Skak*. *Jurnal Profesi Keguruan*, 5(2), 162-168. Retrieved from .
- Effendy, O. U. (2004). *Ilmu Komunikasi Teori dan Praktek*. Bandung: Rosdakarya.
- Fachri, F. & Puspita, R. (2020). *Akademisi: Media Massa Kini Kalah dari Media Sosial*. Retrieved from
- Hidayati, R. N., Hartono, B., & Haryadi, H. (2017). Kesantunan Berbahasa dalam Wacana Rubrik "Ngresula" Radar Tegal. *Jurnal Sastra Indonesia*, 6(2), 12-24. Retrieved from
- Istriwati, E., & Rustono, R. (2020). Speech Politeness Principal Violation in "Rumah Uya Trans7". *Seloka: Jurnal Pendidikan Bahasa dan Sastra Indonesia*, 9(2), 110-117. DOI 10.15294/SELOKA.V9I2.38887.
- Kemenko.PMK. (2020). *Membangun Indonesia melalui Konten Positif Media Sosial*. Retrieved from <https://www.kemenkopmk.go.id/membangun-indonesia-melalui-konten-positif-media-sosial>.
- Kemp, S. (2021). "Digital 2021: Indonesia". *DataReportal*. Retrieved from <https://datareportal.com/reports/digital-2021-indonesia>.
- Kusworo, N., & Rokhman, F. (2019). Politeness Violation on Educational Utterance in Learning Interaction at Islamic Junior High School Bina Insani. *Seloka: Jurnal Pendidikan Bahasa dan Sastra Indonesia*, 8(2), 86-92.
- Leech, G. (2014). *The Pragmatics of Politeness*. United States of America: Oxford University Press.
- Lestari, T. P. & Bambang I. (2016). "Pelanggaran bidal-bidal prinsip Percakapan dan Parameter Pragmatik dalam Wacana Stand Up Comedy Dodit Mulyanto". *Jurnal Seloka: Jurnal Pendidikan Bahasa dan Sastra Indonesia*, 5(2), 148-162.
- Moleong, J. L. (2006). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Rustono. (1999). *Pokok-pokok Pragmatik*. Semarang: CV IKIP Semarang Press.
- Rustono. (2000). *Implikatur Tuturan Humor*. Semarang: CV IKIP Semarang Press.
- Sudaryanto. (2015). *Metode dan Aneka Teknik Analisis Bahasa*. Yogyakarta: Sanata Dharma University Press.