

VIOLATIONS OF CONVERSATIONAL MAKSIMS IN PODCAST “DIKEJAR SETORAN”

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ABSTRACT: Penelitian ini bertujuan untuk mengidentifikasi jenis pelanggaran maksim, mengidentifikasi bagaimana pelanggaran tersebut menghasilkan makna implisit (conversational implicature), dan juga fungsi komunikatif pelanggaran maksim dalam interaksi podcast pada percakapan Ebel Cobra dan Praz Teguh berdasarkan teori prinsip kerja sama dari Grice. Penelitian ini melakukan metode pendekatan deskriptif kualitatif. Data penelitian ini yaitu teknik simak dengan lanjutan teknik catat. Teknik analisis data menggunakan teknik padan. Data ini diperoleh dari percakapan *podcast* Ebel dan Praz pada kanal YouTube Tuah Kreasi. Hasil penelitian ini menunjukkan pelanggaran maksim diantaranya: 1) pelanggaran maksim kuantitas 16 ujaran, 2) pelanggaran maksim kualitas 77 ujaran, 3) pelanggaran maksim relevansi 32 ujaran, 4) pelanggaran maksim cara 12 ujaran. Pelanggaran maksim pada *podcast* ini dilakukan secara sengaja, untuk memberikan kesan humor dan branding diri.

Kata kunci: Pragmatik, Pelanggaran Maksim, Implikatur Percakapan, Podcast, Branding Humor.

ABSTRACT: This study aims to identify the types of maxim violations, examine how these violations generate implicit meaning (conversational implicature), and analyze the communicative functions of maxim violations in the podcast interaction based on Grice's Cooperative Principle theory. This study employed a descriptive qualitative approach. The data were collected using the observation method followed by note-taking techniques. The data analysis technique used was the matching method. The data were obtained from conversations between Ebel and Praz on the Tuah Kreasi YouTube channel. The results of this study show several types of maxim violations, namely: 1) violations of the maxim of quantity with 16 utterances, 2) violations of the maxim of quality with 77 utterances, 3) violations of the maxim of relevance with 32 utterances, and 4) violations of the maxim of manner with 12 utterances. The maxim violations in this podcast were intentionally performed to create humorous effects and self-branding.

Keywords: *Pragmatics, Violation of Maxims, Conversational Implicature, Podcast, Humor Branding.*

INTRODUCTION

Communication serves as a fundamental instrument for human beings to exchange information, establish social relationships, and convey specific intentions in daily life (Wardhaugh and Fuller, 2015, p. 12). In the realm of linguistics, effective communication relies not only on precise

grammatical structures but also on contextual understanding shared between the speaker and the interlocutor. To achieve such conversational harmony, the interaction process should ideally adhere to a normative framework known as the Cooperative Principle. When speech participants contribute informatively and directionally in accordance with the trajectory of the conversation, messages are transmitted clearly without inducing ambiguity (Levinson, 1983, p. 101). However, in social reality, communication is rarely linear. The evolving dynamics of modern society frequently demand that speakers disguise their messages indirectly through entertainment mediums, one of the most prominent being podcasts.

The current landscape of digital visual communication is heavily dominated by the presence of podcast content on comparative platforms such as YouTube. Unlike formal discourse, interactions within comedy podcasts tend to be fluid, spontaneous, and saturated with informational distortions. A fundamental problem arises when pragmatic conventions in comedy podcasts are deliberately violated for the sole purpose of generating humor, a pattern also documented in other Indonesian YouTube podcasts such as Denny Sumargo's, where hosts were found to both observe and violate Grice's cooperative principle depending on the conversational goal (Mardhatillah Aulia et al., 2025) These linguistic deviations often yield implicit meanings that harbor the potential to trigger misconceptions if not dissected comparatively. Thus far, most linguistic studies have predominantly focused on non-observance of language in formal political or academic spheres, leaving the profound exploration of contemporary digital comedy—which employs absurd verbal maneuvers—highly limited, although recent studies have begun to turn toward Indonesian podcast humor as a productive site for this kind of pragmatic inquiry Wardh (Zelianti et al., 2024).

The analysis of this linguistic non-observance is theoretically rooted in the Cooperative Principle articulated by Herbert Paul Grice. (Grice 1975, pp. 45–47) categorizes this principle into

four main pillars: the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner. When a speaker intentionally fails to fulfill these maxims, the action is defined as the flouting of maxims. The direct implication of this flouting is the birth of conversational implicature—covert meanings or pragmatic intentions underlying what is uttered literally, which requires the interlocutor to engage in a context-based inference process (Yule, 1996, p. 36).

Although studies concerning implicatures and maxim flouting have been extensively produced, the majority of prior research has favored formal objects such as drama scripts, political debates, or classroom discourse. A significant research gap exists in the analysis of contemporary digital comedy interactions, specifically on the *Tuah Kreasi* YouTube channel. The conversational dynamics between Ebel Cobra and Praz Teguh possess a distinct characteristic: the humor presented is not merely textual but is instead built upon personality absurdity and extreme logical distortions. No pragmatic research has specifically unpacked how this combination of verbal chaos between the two figures functions as a strategic instrument for personal branding, even though recent work on Indonesian digital creators has shown that pragmatic strategy is closely tied to how influencers position themselves before an audience (Rahmayanti et al., 2025). Therefore, this study is conducted to fill the void in linguistic research within this digital comedy ecosystem.

In accordance with the identified problems, this study aims to achieve three primary objectives. First, to identify and classify the types of maxim flouting that occur in the dialogue between Ebel Cobra and Praz Teguh. Second, to delineate the mechanisms through which these flouted maxims generate implicit meanings (conversational implicatures). Third, to uncover the communicative functions behind the speakers' intentions when flouting maxims within the interaction. Based on these objectives, the formulation of the problem in this study is operationalized through three specific research questions: (1) What types of maxim flouting are found in the conversations between Ebel

Cobra and Praz Teguh on the *Tuah Kreasi* YouTube channel? (2) How do these flouted maxims generate implicit meanings (conversational implicatures) within their interaction? (3) What are the communicative functions of the maxim flouting perpetrated in the podcast interaction?

Theoretically, this research is expected to enrich the field of linguistics, particularly within the branch of pragmatics, regarding the application of Grice's theory to modern digital entertainment media. Practically, the results of this analysis can serve as a reference for future researchers interested in studying sociolinguistics, discourse analysis, or humor-based communication strategies. Furthermore, for content creators, this study offers a scholarly perspective on how to construct effective humor through the deliberate manipulation of language. To maintain analytical focus, the scope of this study is strictly confined to the domain of pragmatic analysis, specifically focusing on the flouting of Grice's four maxims and the resulting conversational implicatures. The data subjects are restricted to the verbal utterances between Ebel Cobra and Praz Teguh, while the data objects are limited to conversation segments within the podcast videos officially uploaded on the *Tuah Kreasi* YouTube channel, excluding non-verbal elements that do not alter the pragmatic meaning.

To address the formulation of the problem, this study is designed using a qualitative descriptive approach to yield deep and contextual data descriptions (Creswell & Creswell, 2018, p. 179). Data were collected utilizing the observational method, executed through the non-participatory observation technique (*teknik simak bebas libat cakap*) of the podcast videos, followed by the note-taking technique to transcribe the utterances into textual form. Ultimately, the data analysis process was operated via the pragmatic identity method (*metode padan pragmatis*), wherein the determining analytical tool relies heavily on the interlocutor and the situational context enveloping the conversation (Sudaryanto, 2015, p. 15).

RESEARCH METHODS

This research applies a descriptive qualitative method using a pragmatic approach. The purpose of this study is to explain the violations of conversational maxims that occur in the Dikejar Setoran podcast based on the Cooperative Principle proposed by H. Paul Grice. The data source of this research is obtained from the interaction between Ebel Cobra and Praz Teguh in the Dikejar Setoran podcast on the YouTube channel Tuah Kreasi. The data analyzed consist of utterances that violate the maxims of quality, quantity, relevance, and manner. To collect the data, this research uses listening and note-taking techniques. The researcher listens to the conversations in the podcast and then records the utterances that indicate violations of conversational maxims.

The data analysis is conducted by applying the pragmatic equivalent method. The data are analyzed by identifying, classifying, and explaining the types of maxim violations and the implicatures that arise in the podcast conversations. The main instrument of this research is the researcher, supported by podcast video recordings, writing tools, and a table used for data classification.

RESULT AND DISCUSSION

Violation of the Maxim of Quality

The violation of the maxim of quality is the most prominent deviation from the Cooperative Principle in podcast conversations. According to the theory proposed by H. Paul Grice, the maxim of quality requires speakers to provide information that is truthful and supported by adequate evidence. This means that speakers should not say something they know to be false or something for which they lack sufficient evidence.

Theoretically, the maxim of quality is often associated with strategies of humor and irony in

pragmatics. In informal communication, violations of the maxim of quality do not always indicate ignorance or deception; rather, they are often used intentionally to create implicature in conversation. The theory of conversational implicature suggests that violating a maxim can serve as a way for speakers to convey deeper or indirect meanings. Therefore, violating the maxim of quality can function as an effective rhetorical strategy in social interaction, especially in entertainment contexts. The results of this study show that violations of the maxim of quality are the most frequent type of violation in conversations between Ebel Cobra and Praz Teguh in the Dikejar Setoran podcast on the YouTube channel *Tuah Kreasi*. From the total data collected, 77 utterances were identified as violating the maxim of quality. These violations usually appear in the form of hyperbole, irony, or exaggerated statements intended to create humorous effects. For example, speakers often make statements that are literally untrue but are understood by the interlocutor as jokes.

Table 1. of Conversational Maxim Violations

Dialogue Excerpts	Type of Maxim Violation	Implicature
"Lu kan pernah bercerita kalau lu itu sekolah sampai kelas 3 SD... se-Indonesia mendengarkan itu."	Quantity	Ebel previously provided massive false information about his life history to build the persona of being a "struggling person."
"Tahi ayam ini sebenarnya gua yang ngasih... Dia yang makan."	Quality	Ebel admitted that his iconic stories over the years were entirely fictional and created by himself.

This phenomenon is supported by pragmatic theory, which states that humor in conversation often arises from the mismatch between literal meaning and implied meaning. When speakers intentionally violate the maxim of quality, listeners tend to search for hidden meanings behind the utterance. This process of inference generates conversational implicature and produces comedic effects in dialogue. A similar reliance on quality-maxim flouting to build audience engagement has also been observed in celebrity YouTube interviews, where speakers strategically bend the truth to project a desired (Andra & Afriana, 2025). In the context of this research, violations of the maxim of quality function not only as a tool for humor but also as a communication strategy to create a relaxed and entertaining conversational dynamic. This indicates that in podcast media, violations of the maxim of quality become part of a communication style that shapes the identity and character of the hosts. Therefore, the dominance of maxim of quality violations in the data of this study strengthens the argument that humor and linguistic creativity are key factors in comedy podcast interactions. This pattern is consistent with recent findings on Indonesian podcast humor, where flouting the maxim of quality through exaggerated or fabricated narratives has likewise been documented as a deliberate device for constructing comedic personas (Zelianti et al., 2024).

Violation of the Maxim of Quantity

The maxim of quantity relates to the amount of information provided in a conversation. In the Cooperative Principle proposed by H. Paul Grice, speakers are expected to provide sufficient information neither too little nor too much. A violation of this maxim occurs when a speaker provides too little information, which can create ambiguity, or when the speaker gives excessive information that becomes inefficient.

In pragmatic studies, violations of the maxim of quantity are often associated with communication strategies aimed at creating certain effects, such as humor, satire, or emphasis of

meaning. Several pragmatic studies suggest that speakers may intentionally provide incomplete information so that listeners interpret the intended meaning themselves. In other words, violations of the maxim of quantity can trigger the emergence of conversational implicature. This is consistent with a study of a Malaysian political figure's podcast interview, which found that quantity was the most frequently flouted maxim and served to manage the speaker's public image (Abd Hadi & Mat Isa, 2023).

Based on the results of the data analysis, this study found 16 utterances that violate the maxim of quantity in the podcast conversation between Ebel Cobra and Praz Teguh. These violations usually occur when one of the speakers provides answers that are too brief or, conversely, gives excessively detailed explanations about the topic being discussed. In several cases, overly brief answers trigger humorous responses from the interlocutor, making the conversation more dynamic.

Table 2. of Conversational Maxim Violations

Dialogue Excerpts	Type of Maxim Violation	Implicature
“Kenapa di media gua masuk kapal pengangkut pisang segala macam... itu bohong ya. Gua jual HP gua... Gua naik pesawat.”	Quantity	Listeners can understand that the lies were not merely intended to deceive, but were used as a storytelling strategy to build character and attract the audience’s attention.
“Dalam alasan gua di kampung itu	Quatity	Listeners can perceive that the

terlalu nakal banget... pulang	speaker wanted to emphasize how
mabok, ngobaf, mukul orang...”	difficult and chaotic his past was,
	making his current life transformation
	feel more meaningful.

From the perspective of implicature theory, violations of the maxim of quantity encourage listeners to infer meanings that are not explicitly stated. When speakers do not provide sufficient information, listeners tend to complete the meaning based on the context of the conversation. This process shows that communication does not rely solely on literal meaning but also on the ability of participants to interpret contextual cues. In the context of a comedy podcast, violations of the maxim of quantity function as a strategy to keep the flow of conversation engaging. Although they do not occur as frequently as violations of the maxim of quality, this phenomenon still plays an important role in creating spontaneous and entertaining interactions. Comparable results have been reported in other Indonesian podcast studies, where flouting the maxim of quantity through withheld or exaggerated detail was found to sustain audience engagement and heighten comedic timing (rah et al., 2022).

Violation of the Maxim of Relevance

The maxim of relevance requires that every contribution in a conversation be clearly related to the topic being discussed. According to the Cooperative Principle proposed by H. Paul Grice, speakers are expected to provide responses that are relevant so that communication can proceed effectively.

However, in everyday communication, violations of the maxim of relevance are often used as a pragmatic strategy to achieve certain purposes. In the context of humor, speakers may intentionally give responses that are not relevant in order to create surprise or a mismatch of meaning that triggers

laughter. This strategy is frequently used in comedic conversations and entertainment programs. Comparable strategic use of irrelevance to build rapport and humor has been reported in televised conversational interaction more broadly, where speakers deliberately shift topics to sustain audience engagement (Abbas Ohmayed, 2024).

The results of this study show that there are 32 utterances that violate the maxim of relevance in the podcast conversations between Ebel Cobra and Praz Teguh. These violations usually occur when a speaker suddenly shifts the topic of conversation or provides a response that appears unrelated to the previous question. Although the response is literally irrelevant, it often produces humorous effects that enrich the interaction.

Table 3. of Conversational Maxim Violations

Dialogue Excerpts	Type of Maxim Violation	Implicature
"Ada salah satu namanya guru di SD gua itu namanya guru Giring. Beneran... Bu Giring."	Relevance	"There was an elementary school teacher of mine named Mr. Giring. Seriously... Mrs. Giring."
Apa itu gravitasi? Gravitasi adalah Grindra yang ... Gravitasi itu gravitasi yang di mana bumi itu eh sori sori nih seingat gua ya. Grindra bukan bukan bukan lu	Relevance	Intentionally giving an answer that is far removed from the context of science in order to create an absurd effect (comedy).

pura-pura ini apa?

Pragmatic theory explains that intentional irrelevance can generate conversational implicature. When listeners realize that the answer given does not match the topic, they will attempt to find another meaning hidden behind the utterance. In this way, violations of the maxim of relevance become a means of conveying meaning indirectly. In the context of this research, violations of the maxim of relevance show how podcast hosts use topic mismatch as a humor strategy. This indicates that in entertainment communication, relevance is not always the primary goal; instead, it can be modified to create more engaging conversational dynamics. This finding aligns with recent research on online humorous discourse, which found that violating the maxim of relation was among the most frequent and most effective triggers of comedic implicature (Boukhelif et al., 2023)

Violation of the Maxim of Manner

The maxim of manner relates to clarity and orderliness in delivering messages. According to H. Paul Grice (1975), speakers should express themselves clearly, avoid ambiguity, avoid unnecessary verbosity, and present their ideas in an orderly way. A violation of this maxim occurs when a speaker conveys a message in an unclear, ambiguous, or confusing structure.

In pragmatic studies, violations of the maxim of manner are often used to create rhetorical or humorous effects. When speakers intentionally use ambiguous or convoluted expressions, listeners must perform additional interpretation to understand the intended meaning.

This interpretative process often produces conversational implicature that enriches the meaning of communication. Based on the data analysis, this study found 12 utterances that violate the maxim of manner in the podcast conversation between Ebel Cobra and Praz Teguh. These violations usually appear in the form of indirect language use, wordplay, or explanations that are intentionally

made complicated. Nevertheless, listeners can still understand the intended meaning through the context of the conversation.

Table 4. of Conversational Maxim Violations

Dialogue Excerpts	Type of Maxim Violation	Implicature
"...masuk ke jaringan dari jaringan influener ee jantung... influencer begitu- gitulah."	Manner	Ebel admitted that the motive behind his maxim violations was to gain sympathy and affection (branding purposes).
"Kenapa lu berbohong?... Karena menurut gua jadi orang yang bodoh itu menurut gua lebih enak daripada gue jadi orang pintar."	Manner	Using an incorrect term ("influencer" for a machine), making the information unclear and confusing

The theory of conversational implicature explains that a lack of clarity in message delivery can trigger pragmatic inference. Listeners will attempt to interpret the speaker's intention based on the situation, social relationships, and shared knowledge. Thus, violations of the maxim of manner do not always hinder communication; instead, they can enrich meaning within interactions. In the context of a comedy podcast, violations of the maxim of manner demonstrate the linguistic creativity used by the hosts. Intentional ambiguity often becomes a source of humor and strengthens the relaxed and spontaneous communication style. This corroborates recent findings that maxim-of-manner violations

in comic strips and other informal genres function as a rhetorical device rather than a communicative failure (Kanasya & Bram, 2022) Furthermore, such deliberate ambiguity in podcast discourse has increasingly been read as a form of self-branding, in which hosts strategically manage how they are perceived by their audience through the way they phrase disclosures about themselves (Droz-dit-Busset, 2022)

CONCLUSION

This study has examined the types of conversational maxim violations, the ways in which these violations generate conversational implicatures, and their communicative functions in the podcast interaction between Ebel Cobra and Praz Teguh in “*Dikejar Setoran*” on the Buah Kreasi YouTube channel. Based on H. Paul Grice’s Cooperative Principle, the findings show that all four maxims are violated in the data, with the most dominant being the maxim of quality (77 utterances), followed by relevance (32 utterances), quantity (16 utterances), and manner (12 utterances). These violations are mostly performed intentionally and are closely related to humor production, storytelling strategies, and self-branding within the podcast context.

One of the main advantages of this study is that it contributes to the development of pragmatics research, particularly in understanding how conversational implicature operates in digital entertainment media such as podcasts. The study also provides empirical evidence that maxim violations are not always communicative failures, but can function as effective rhetorical and interactional strategies, a conclusion that parallels findings from non-observance of maxims in a presidential interview, where implicature likewise served strategic rather than merely accidental communicative purposes (Adena & Mulia, 2024) In addition, it highlights how humor in podcast discourse is strongly supported by pragmatic deviation from literal meaning.

However, this study has several limitations. First, the data are limited to a single podcast series (“*Dikejar Setoran*”), which may not fully represent other forms of podcast or comedic interaction. Second, the analysis focuses only on verbal data without considering multimodal elements such as gesture, tone, or visual context that may also influence meaning construction. Third, the interpretation of implicatures is based on qualitative analysis, which may involve a degree of subjectivity.

For future research, it is recommended that similar studies expand the data sources to include multiple podcasts or other forms of digital comedy content to obtain more comprehensive results. Further research could also integrate multimodal discourse analysis to capture non-verbal aspects of communication. Additionally, comparative studies between different genres of podcasts could provide deeper insights into how maxim violations function across various communicative settings.

Overall, this study demonstrates that conversational maxim violations in podcast discourse are not merely deviations from linguistic norms, but strategic tools that shape humor, identity, and interactional dynamics in contemporary digital communication.

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