

Implication of Violation of Cooperation Principles in Video YouTube Channel Arif Muhammad

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ABSTRACT : A drama has now become an entertainment trend that is shown in the form of video. Videos can be accessed on social media. Communication on social media has become everyone's daily life today. When communicating, there are many utterances that imply something, thus hiding the meaning. It can happen, according to what is meant by implicature. Arif Muhammad's youtube channel is interesting because it takes interesting pictures so that the aspect of video creativity is maximized. In each episode, it always brings up the characteristics of the characters, even though they are only played by one player. The comedy and dramatization elements in Arif Muhammad's YouTube channel videos lead to a violation of the principle of cooperation. The total data in this study were 145. The data included conventional implicatures, maxims of quantity, maxims of quality, maxims of relevance, and maxims of implementation.

KEYWORDS : *implicature, maxim, cooperation principles, youtube, Arif Muhammad*

I. INTRODUCTION

In the use of language, it is regulated at the sound level and becomes a system. The sound level occurs according to the conventions of the community, not the provisions of the speaker's will. The condition of language can also change due to human nature which often uses language practically, so that the agreed linguistic rules are often stagnate in dealing with the phenomenon of language use at a practical level. Such situations often come out of the structural rules of language. In addition, things that deviate from the linguistic structure are known to produce effective and efficient communication processes. This can encourage a language study not only from a structural aspect, but also from a non-structural aspect.

One of the structural studies of language can be studied using pragmatics. Pragmatics is a science that discusses language by taking into account the conditions and context of the use of language that accommodates and the background of a context. The aspects that contribute are not only the field itself, but also involve other aspects such as the context that gives the meaning of the speech. Then agree with Suryati, (2020: 6) pragmatics discusses matters relating to the structure of language as a means of communication between speakers and interlocutors.

When communicating, there are many utterances that imply something, thus hiding the meaning. It can happen, according to what is meant by implicature. According to Madeamin and Aziz (2021:81) implicature presents cooperative principles in conversation and four conversational rules that are very useful for language users. From there, we can see that the "violations" that are often criticized by semantic studies have strong reasons for pragmatics.

The principle of cooperation is applied to produce a good conversation. Between the speech participants and the speech partners are required to actively participate in the speaking process. If there is one party who does not actively participate in speaking activities, then the speaking process cannot run easily and cooperatively. The reason is that there are often violations of the rules of speech that cause implications for the use of language. That's when an implicature study has an appropriate role in the use of a language. Therefore, in communicating, an understanding of implicatures is needed so that the speech partner can easily understand what the speaker is saying. Violations of the principle of cooperation can be observed in direct and virtual speech.

One of the most popular social media nowadays is YouTube. It was stated by Desnita, et al. (2021) YouTube is a video platform that is widely used as a place to channel creativity for film creators. The data source of this research is the conversation in the video of Arif Muhammas' youtube channel. The uniqueness of Arif Muhammad's youtube channel is that there is a dual role in one person. Each video that is shown presents a

light, warm-talking, and easy-to-understand theme. The comedy and dramatization elements in Arif Muhammad's YouTube channel videos lead to a violation of the principle of cooperation in language. We need to know, there are four maxims that regulate the communication process, namely (1) the maxim of quantity; (2) maxim of quality; (3) maxim of relevance; and (4) maxim of implementation.

II. LITERATURE REVIEW

2.1 Pragmatics

Pragmatics according to Wijana (in Yusri, 2016: 2) is a branch of linguistics that studies the structure of language externally, namely how linguistic unity is used in communication. Pragmatics, on the other hand, has developed a narrowing of meaning. However, Levinson (in Suryanti 2020: 2) explains that pragmatics is not only knowing the meaning of words and grammatical relationships, but also connecting what will be said and what will be assumed.

According to Leech, pragmatics is a field of study in linguistics that has a relationship with semantics. He calls this linkage as semanticism, namely seeing pragmatics as part of semantics, pragmatism, namely seeing semantics as part of pragmatics and complementarism. pragmatics and semantics as two complementary fields (Wekke, 2019: 59-60).

Based on the opinion above, it is concluded that pragmatics has limitations. Pragmatics is a general study of how context influences speech participants in studying the meaning and interpreting sentences in speech situations. Pragmatics has one of the studies, namely implicature.

2.2 Implikature Concept

Levinson (in Charlina and Sinaga 2007: 40) says the use of the concept of implicature consists of four points. First, the concept of implicature allows meaningful functional explanation of linguistic facts that are not reached by linguistic theory. Second, the concept of implicature will provide a firm/explicit explanation of how it is possible that what is said outwardly is different from what is meant. Third, the concept of implicature seems to be able to simplify the semantic description of the different relationships between clauses, even though the clauses are connected with the same structural words. Fourth, only a few points of implicature can explain various facts or phenomena that outwardly seem unrelated or contradictory.

The meaning of conversational implicature is derived from the general principle of conversation plus a tip that is usually obeyed by speakers. Grice (in Charlina, 2017: 175) calls it the cooperative principle. With this principle, in speech, speakers are advised to convey their utterances according to the context of the occurrence of speech events, the purpose of speech, and the turn of speech.

Grice's opinion (in Charlina, 2017: 176) in the application of speech, is supported by a set of assumptions called maxims of conversation in which there are four thimbles, namely; thimble of quantity, thimble of quality, thimble of relationship, and thimble of way. However, these three thimbles were rejected by Leech (in Charlina, 2017:176) because they could not always be followed.

Based on this opinion, it can be interpreted that implicature is a different meaning from what is said by the speaker. Based on the context, the implicature of the speech can be understood.

2.3 Types of Implicature

Charlina and Sinaga (2007: 42) state that there are two types of implicatures, namely conventional implicatures and conversational implicatures. According to Junaiyah and Zaenal, (2010: 12) conventional implicatures are general and conventional implicatures. Everyone is generally aware of the meaning and understanding of certain things. Consider the following example. In line with the opinion of Perizga et al. (2021), conventional implicatures rely on one's general understanding.

The meaning and understanding of conversational implicatures as stated by Junaiyah and Zaenal, (2010: 12) turns out to be more varied because the understanding of what is meant is very dependent on the context of the conversation. The implicature of the conversation only appears in the act of the conversation. As a result, implicatures are only temporary (during the conversation takes place) and unconventional (which implies that there is no direct relation to what is being said). In conversation, the speaker often doesn't express his meaning directly. What he wants is actually "hidden" through his indirect speech. What he says can be very different from what he means.

2.4 Cooperative Prinsiple

In pragmatic studies, these principles are called maxims, namely in the form of concise statements containing teachings or truths. According to Grice (in Faizah, 2010: 94) says in the principle of cooperation, speakers must obey the four maxims. Maxims are principles that must be obeyed by speech participants in interacting both textually and interpersonally for a smooth communication process. The maxims, namely, (1) the maxim of quantity, is that the utterance must make an adequate contribution to its interlocutor. (2) Maxim

of Quality, is the conversation participant must tell the truth. (3) Relevance maxim, is the conversation participant makes a relevant contribution to the conversation situation. (4) The maxim of manner, is that every participant in the conversation must speak directly and straightforwardly and not excessively. In this maxim, the speaker also needs to interpret the words spoken by the interlocutor based on the context.

2.5 Penelitian Relevan

The first relevant research is a thesis entitled *Pelanggaran Maxim-maxim dalam Prinsip Kerja Sama dan Kesantunan untuk Menciptakan Humor dalam Stan Up Comedy Raditya Dika* written in 2020 by Oscar Sion Karistia. The thesis belongs to the students of the Indonesian Language and Literature Education Study Program, FKIP, Sanata Dharma University Yogyakarta. The results of this study are based on the theory of Grice and Leech. The difference in this study is in the object of research and the study discusses the principle of politeness according to Leech.

The second relevant research is a journal entitled *Pelanggaran Prinsip Kerja Sama dan Implikatur Percakapan dalam Film Petualangan Sherina Karya Riri Riza* written by Winda Sulistyowati. This is the journal Skriptorium Volume 2, number 2 which was written in 2014. The result of this research is a violation of the principle of cooperation consisting of different kinds of implicatures. These implicatures are implicatures that are informing, showing, refusing, expressing doubt, expressing confusion, mocking, keeping secret, agreeing, asking for understanding of the interlocutor, expressing anger, and declaring lies. The difference in this study is that the object of research is an adventure genre film.

The third relevant research is a journal entitled *Pelanggaran Prinsip Kerjasama dan Implikatur Percakapan dalam Film Ibrahim Khalilullah*. Film written in 2019 by Ahmad Reza Fahlevi and Fadlil Yani Ainusyamsi. The results of the research are that there are 25 violations of the principle of cooperation and are classified based on the violation of maxims, namely the violation of the maxim of quantity, the violation of the maxim of quality, the violation of the maxim of relevance, and violation of maxim of manner. The difference with this research is that the object taken is a film with an Islamic genre.

III. RESEARCH METHODS

The type of research used is descriptive qualitative research. Mardalis in Amelia (2017) said that the descriptive method aims to describe what is currently applicable. The data presented is broken down in the form of words instead of numbers, the results of which can be known through the data description so as to provide an overview of the state of the object of research that is appropriate at the present time based on the existing facts and the data presented as is. According to Emzir, (2017: 28) qualitative research is a primary research approach using a constructivist paradigm such as the plural meaning of individual experience and historical social meaning with the aim of developing a theory or advocacy/orientation view.

The source of data in this study is in the form of conversations on Arif Muhammad's youtube channel. The data source is in 8 videos, with the title Preman Tobat, Martha yang Sebenarnya, Teman yang Salah, Part 1 // Endang Hamil, Joshua Jatuh Cinta, Tuhan Kita Tak Sama, Nafas Terakhir Wak Keling, dan Kampung Merlin di Tangkahan.

The data analysis technique according to Miles and Huberman (in Mahmudah, 2021:10-11) includes four steps. The first step is data collection, where the author selects data that is relevant to the research. The second step, data reduction, which is after the data has been collected, the next step is to make data reduction to focus on relevant and meaningful data leading to the formulation of the problem, useful for solving problems in research. The third step, data presentation, aims to combine information, so that it can describe the situation that occurred. The fourth step, verification, that is, after the data is collected and sufficient, a temporary conclusion is drawn, if it is completely complete, then the final conclusion is drawn from the data. To ensure the validity of the data, the authors need to test the correctness of the data using a harmonized technique. This study uses the technique of data validity triangulation. In line with Endraswara's opinion (2006: 112), triangulation technique is in the form of collecting data from more than one source that shows the same information. Continuous observation is also needed, so that research is detailed and in-depth, then member-checks or watches videos repeatedly.

Another test of the validity of the data used in this study is transferability. According to Helaludin, (2019: 139) transferability means that research results can be applied or used in other situations that have the same characteristics and context. In this case, the researcher seeks and collects empirical data about the similarity of the context.

IV. RESULTS AND DISCUSSION

Based on the research, the researchers found implicatures due to violations of the cooperative principle in Arif Muhammad youtube channel video. The data found in this study were 145 data. The data has concurrently contained data on the implicature function of maxim violation which includes 19 data of conventional implicature, 39 data of conversational implicature due to violation of maxim of quantity,

conversational implicature due to violation of maxim of quality as many as 29 data, conversational implicature due to violation of maxim of relevance as many as 32 data, and implicature conversation due to violation of the maxim of way as many as 26 data. The recorded data is already concurrently with the implicature function data on the violation of the principle of cooperation.

In this study, 15 functions of implicature violations of the cooperative principle were identified. This function has been recorded in the four maxims of violation of the cooperative principle which include, insinuating, refusing, warning, directing, reasoning, curious, stating, mocking, angry, commanding, entertaining, arrogant, seducing, doubting, and complaining. The following will present the results of research that has been carried out on conversations in Arif Muhammad YouTube channel video.

4.1 Violation of the Maxim of Quantity

In this study, there were 39 data identified as violating the maxim of quantity. The data has been said to violate the maxim of quantity, if the information conveyed by the speech partner is excessive or the speech conveyed is not needed. Speech events are said to violate the maxim of quantity when what the interlocutor conveys is not informative, meaning that the speech does not provide sufficient information to the interlocutor so that it raises a question. In the maxim of quantity, the speech participant should contribute or provide sufficient information needed by the speaker.

1. Title : Preman Tobat

Context : Frengki managed to trick Cik Aseng by pretending to be nice. Frengki has taken away Cik Aseng's motorbike. Then, Cik Aseng already knew the whereabouts of Frengki who took away his motorbike. Marbot of the mosque who was questioned by Cik Aseng took him to a place as a gambling post. Arriving at the place, Cik Aseng collects the motorbike that Frengki took away.

Frengki : "Acik Aseng minta keretanya ini. Kasih lah."

Mamak : "Mana lak bisa. Bayar lah dulu sini."

The sentence contained in data 1 violates the maxim of quantity because it raises the question of why you have to pay first. The motorbike belongs to Cik Aseng and has been pawned by Frengki. Mamak refused Cik Aseng's request because the motorbike had been pawned. The utterance violates the maxim of quantity, because what the speaker does raises questions.

2. Title : Teman yang Salah

Context : Joshua has been influenced to follow Rey's association. However, the funds for the party still didn't exist. Rey seduces Joshua to pawn his motorbike as party capital. Joshua responded by refusing.

Rey : "Bro, aku punya ide ni. Kayak mana kita sekolah kan dulu motor la u. hah? Nanti aku yang tebus. Cheers? Santai mamen."

Joshua : "Aduh, kek mana ya. Aku takut kali ketahuan bapak ku, Rey. Nanti dimarahinnya, nggak jadi orang aku."

Joshua's utterance at data 2 violates the maxim of quantity because it raises questions. The statement actually meant that Joshua refused to pawn his motorbike, but Joshua's refusal was conveyed indirectly. Violation of the maxim of quantity can take place in an utterance.

4.2 Violation of the Maxim of Quality

In this study, there were 29 data identified as violating the maxim of quality. It is said to violate the maxim of quality, if the information provided is not in accordance with reality. It means that the speech delivered does not provide actual information when the speech is made. Statements that are not based on clear and concrete support come from the contribution of information whose truth is not convincing. In the maxim of quality, real and factual information is needed.

3. Title : Part 1 // Endang Hamil

Context : Zidan has lost in gambling with Sutrisno.

Zidan : "Kau kalah, aku kalah. Jadi siapa yang menang? Cuman kita berdua nyah yang main."

Sutrisno : "Loh, loh, ya mbuh. Aku pun kalah iki. Yo setan lah yang menang. Jenenge maen judi. Yo duitte dipangan setan."

The sentence in data 3 does not comply with the maxim of quality, causing pragmatic implications. Data 3 violates the maxim of quality because the utterance conveyed does not match the facts or is a lie. The meaning of the sentence uttered by Sutrisno was reasoned because he did not want to be considered as a winner. It's a lie if the devil wins, because the people who play gambling are humans, namely Sutrisno and Zidan. Satan also cannot eat money, because his form alone cannot be seen by the naked eye. It would be a lie if Sutrisno lost, because between two players, there must be one winner. The lies that Sutrisno tells also shows his true nature, namely a person who is good at reasoning and likes to lie.

4. Title : Joshua Jatuh Cinta

Context : Beti and Merlin were waiting for Martha to come while sitting and eating snacks. Merlin tells about Annisa's change.

Merlin : "Udah Bet. Ku Nampak pun di sana. Ih, nggak tanda aku sama dia." Beti : "Kenapa? Operasi plastik?"

The sentence uttered by Beti is said to be inconsistent with the maxim of quality, causing pragmatic implications. Data 4 violates the maxim of quality because the utterance conveyed is not accompanied by facts or evidence so that there is a lie. Plastic surgery is not easy to do by someone who is not well off, especially since Annisa has studied at a boarding school. The meaning of data 4 is mocking Annisa as if she is a woman who likes to change God's destiny. Beti's ridicule led to pragmatic implications, which Beti shouldn't have to ask like that.

4.2 Violation of the Maxim of Relevance

In this study, there were data 4 that were identified as violating the maxim of relevance. It is said to violate the maxim of relevance if the speech identified does not match the required answer. This means that there is a discrepancy with the response spoken. In the relevant maxim, it takes appropriateness in the topic of conversation.

5. Title : Preman Tobat

Context : Wak Ndai passed in front of a miso shop. He saw Joshua and wanted to ask Joshua to take him.

Wak Ndai : "Dek, bisa kau antarkan wawak ke sano?"
Joshua : "Hiyah. Lagi makan aku ni, Wak. Ada aja ah."

The meaning of the sentence "*Hiyah. Lagi makan aku ni, Wak. Ada aja ah.*" namely refusing Wak Ndai's request for help. The implicature in data 5 does not obey the rules of relevant maxims because the speaker does not speak which is relevant to the interlocutor. Joshua's answer more precisely answers the question of what is being. Meanwhile, Wak Ndai asked for help. So it can be ascertained that there are irrelevant conversations based on form and intent.

6. Title : Preman Tobat

Context : Joshua tells where the keys to his motorbike are to Wak Ndai's question.

Wak Ndai : "Oh, pinjem yah?"
Joshua : "Hm, rusaklah kereta aku kalau gitu."

The implicature of the speech in data 6 has the meaning of Joshua insinuating that Wak Ndai is not good at using his motorbike. Joshua's motorbike is a Kawasaki KLX, so it may be difficult for Wak Ndai to carry. The motor is not suitable for a mother who uses a negligee. However, Wak Ndai still insisted on being able to use the motorbike, so Joshua only gave up if his motorbike was likely to be damaged. As a result of the satire of Joshua's speech, it has violated the maxim of relevance. The sentence "*Hm, rusaklah kereta aku kalau gitu.*" shows that there is no mutual relationship between the speaker and the speech partner. Where, the speaker wants to borrow a motorbike, but the speech partner has guessed what will happen in the future. Therefore, the speech is irrelevant based on form and purpose.

4.3 Violation of the Maxim of Way

In this study, there were 26 data identified as violating the maxim of way. It is said to violate the maxim of manner, if the speech conveyed is not clear and convoluted. That is, the speaker performs speech events in an unclear manner, making it difficult to understand. In the maxim of manner, clarity is needed in the information conveyed.

7. Title : Preman Tobat

Context : Joshua asks Merlin and Beti for sure to go eat miso.

Joshua : "We! Jadi makan miso nggak?"
Merlin : "Bentar, Jo. Penasaran aku ini. Tunggu bentar kenapa ah. Heboh kali kau. Betul kau, Bet ini memang bagus?"

The speech in data 7 is said to violate the maxim of manner because the speaker's utterance does not have a clear meaning conveyed by the speaker. The meaning of the sentence, refused to leave at that time. The implicature of Beti's utterance violates the maxim of manner.

8. Title : Kampung Merlin di Tangkahan

Context : Mak Beti wants to ask Cik Aseng for help.

Cik Aseng : "Ha, bisalah. Ngapain ya Mak Bet?"
Mak Beti : "Sini lah, Cik. Bentar aja."

The sentence in data 8 violates the maxim of manner because there are meanings of taxa and speech is difficult to understand so that the interlocutor does not understand. The implicature in the sentence "*Sini lah, Cik.*

Bentar aja.” meaning that the speaker persuaded Cik Aseng to immediately help him. It's better to ask for help, we can explain what to do, so as not to cause implicatures.

In this study determine the implicatures and violations of the principle of cooperation using context. Context is needed for effective communication. Regarding implicature, context is what determines the suitability of a conversation. Implicature is speech that has implications that make a difference between the meaning uttered and the speech conveyed. With the context, the suitability of meaning can be understood. An utterance that has implications is usually caused by a violation of the cooperative principle in the form of maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

The principle of cooperation emphasizes the cooperation between the speaker and the interlocutor in conversation. The purpose of this collaboration is to find a balanced speech. In conversation, it is often found that there is a violation of the principle of cooperation when telling an utterance. Violation of the principle of cooperation is said to be the cause of implicatures that are not in accordance with the speech delivered. This research is based on Grice's theory, which states that the speech will take place well if the speaker and the interlocutor in the speech obey the principles of cooperation. Violations of the principle of cooperation were found in 4 maxims, namely the maxim of cooperation, namely the maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

Violations of the maxim of quantity, including the most frequently found. The maxim of quantity requires the speaker to convey only the necessary information. The maxim of quality requires speakers to convey information according to environmental facts. The utterances conveyed by the speaker must be truly believed to be true. The maxim of relevance requires that the speaker and the interlocutor speak to each other as relevant. The contribution of relevance is aimed at creating good cooperation. Violation of the maxim of manner, including the fewest found. The maxim of manner requires the speaker to speak clearly and easily understood. That is, the speaker speaks firmly, not vaguely, and causes ambiguity. If the speaker is convoluted, contains the meaning of taxa, and is long-winded, it can be said to have violated the maxim of manner.

The most common meaning found is the function of the implicature of the violation of the principle of cooperation, refusing to be identified in 17 data. Conversations in the drama of Arif Muhammad's youtube channel always have the value of life, so rejection is often encountered. The second most common implicature function was the implicature function of violating the principle of angry cooperation which was identified as many as 16 data. In the context of drama dialogue, emotions and anger are supporting the meaning of a successful conversation being conveyed. Furthermore, the implicature function that was found the least was the implicature function of violating the cooperative principle of complaining and doubting which was identified as much as 2 data each. The character in the video of Arif Muhammad's youtube channel is famous for his South Sumatran culture, which is firm and straightforward in speaking. Therefore, the meaning of complaining and doubting is rarely found.

This study also involves conventional implicatures. Conventional implicatures found in this study are dominated by conventional speech that is understood by everyone. The implicatures in Arif Muhammad's youtube channel videos, especially conventional implicatures, are less interesting because their meanings are known in the long term and can be known to everyone.

V. CONCLUSION

In communicating, one should cooperate with the interlocutor so that communication does not have implications. The principle of cooperation emphasizes the cooperation between the speaker and the interlocutor in conversation. The purpose of this collaboration is to find a balanced speech. In conversation, it is often found that there is a violation of the principle of cooperation when telling an utterance.

Based on the data analysis, the authors concluded that 19 data were found in conventional implicatures and 4 maxims of violation of the cooperative principle were identified in this study. The four maxims are, (1) the maxim of quantity identified as many as 39 data, which dominated because the speech delivered by the speaker was not informative, causing implicatures, (2) the maxim of quality identified as many as 29 data, which dominated because the speech delivered by the speaker did not speak according to facts so that lead to implicatures, (3) the maxim of relevance identified as many as 32 data which dominated occurred because the speaker did not speak relevant to the interlocutor, (4) the fourth violation of the cooperative principle, was the maxim of how to identify as many as 26 data which dominated occurred because the speech conveyed contained taxa and convoluted meaning.

The functions that have been recorded in the four maxims of violation of the cooperative principle include, insinuating, refusing, warning, directing, reasoning, curious, stating, mocking, angry, commanding, entertaining, arrogant, seducing, doubting, and complaining.

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