

Analysis of the Application of Cooperation Principles in the Close the Door Youtube Channel Dialogue Entitled “Kaesang Pangarep, Bongkar-Bongkaran”: A Pragmatic Review

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Abstract

As social beings, humans always use language in communicating. All areas of life that include what is experienced and felt in everyday life require language to express so that communication can arrive effectively and efficiently whether it is written or spoken. Currently, podcasts are very popular with the public because the news that is packaged is very interesting, easy to understand, and up to date. The podcast contains conversations that contain information in the form of speech. One area of pragmatics is speech. Close the door is a podcast that contains interviews with guest stars. There are various questions raised by the interviewer or Dedi Corbuzier directly. On the Youtube channel there are several interesting topics to analyze, one of which is entitled "Kaesang Pangarep, Bongkar-Bongkaran". The podcast contains interesting stories to analyze.

Keywords: Application, Dialogue, Speech, Cooperation Principles.



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INTRODUCTION

Its position as the main language, language is very important for people to learn because without language life does not run smoothly making people do not understand the alternatives used to communicate. So that the thought arises that language belongs to humans, meaning that the main feature that distinguishes humans from other creatures lies in the language used. In social life, language cannot be separated by humans, therefore language has a very important position, which covers almost everything in life because everything that humans feel can be understood by other humans when expressed through language (Unzurna et al., 2022).

Language is the main communication tool in conveying ideas and feelings between humans. Chaer (2010; 14) states that language is an arbitrary sound symbol system that humans can use as a tool for social interaction in everyday life. In life, language has an important role because everything that is experienced and felt can be known by other humans if it is expressed through language. Thus, language cannot be separated by humans because in life they always use language in communication. The form of speech that has been produced through oral or written (Saputra et al., 2022). When expressed in an oral form, the person who performs the speech act activity is the speaker (speaker) and the interlocutor (listener), while in the written form, the speech delivered by the writer (speaker) to the interlocutor or commonly called the reader (Sariyati et al., 2022).

At present people are very interested in the Close the door YouTube channel because the elements provided there can talk more about the characters up close which are not usually found on any Youtube channel. In the field of pragmatics there is a study of speech. Pragmatics is a field of language studies that covers the entire linguistic level. So it can mean that pragmatics examines the relationship between languages not only the use of language but also the elements up to the aspects of the language (Arifin et al., 2022).

As stated by Leech, (1993: 8) states that "Pragmatics is a study of the study of meaning in relation to speech situations (speech situations)". Thus, it can be concluded that pragmatics is a study of language related to language users. As a communication event in pragmatic studies, speech acts do not occur by themselves, but are contained within, namely a function, meaning, and a specific purpose that can produce interaction with the interlocutor. In communicating, it is not only determined by linguistic elements, but can also be determined by the principles of language use in speakers and speech partners (Maharani & Haryati, 2022).

The principles of cooperation and politeness when using language must be considered, so that the message to be conveyed will be easily understood by the interlocutor. Grice (1993: 11) says that in applying the principle of cooperation, each speaker must carry out 4 conversational maxims, namely the maxim of quantity, the maxim of quality, the maxim of relevance, and finally, the maxim of manner. cooperation principle. So, this research aims to analyze the application of the principle of cooperation in the closed the door youtube channel dialogue entitled "Kaesang Pangarep, Bongkar-Bongkaran"

This study aims to describe the following application of the maxims of quantity, maxim of quality, maxim of relevance, and maxim of manner in the close the door YouTube channel entitled "Kaesang Pangarep, Bongkar-Bongkaran" which was broadcast on September 21, 2021. The benefit of this research is that it can differentiate between theoretically or practically. Analyzing the Application of the Principles of Cooperation in the close the door youtube channel entitled "Kaesang Pangarep, Bongkar-Bongkaran" can be used as a theoretical basis for researchers or readers. When dialogue on the YouTube channel can increase knowledge about pragmatics. In addition to theory, the conclusions contained in this analysis can be used as a source of data to contribute ideas about pragmatics courses. The results of this research can be used as material for educators in teaching and learning Indonesian both in practice such as presentations and discussions as well as in theory.

RESEARCH METHODS

Expressing meaning according to the context is a pragmatic approach, so that there is an understanding in communication between the speaker and the interlocutor, so that the pragmatic approach discusses a lot about functions and types of speech acts. In this study using a qualitative approach, namely studying this journal by way of description. The initial step taken by the researcher was to collect data. The data in question are the utterances on the close the door YouTube channel entitled "Kaesang Pangarep, Bongkar-Bongkaran" which was broadcast on September 21, 2021. This is usually referred to as direct data sources. In this study, the researcher found some data results in the form of utterances on the close the door YouTube channel entitled "Kaesang Pangarep, Bongkar-Bongkaran" which were processed by transcribing them into written data.

In collecting data using the listening technique, the researcher collects data by listening to the speeches in the video. During the research process, the researcher was assisted by a tool in the form of a voice recorder.

RESEARCH RESULTS AND DISCUSSION

In this study regarding the application of the principle of cooperation is described sequentially according to the formulation of the problem and the objectives of this study. The analysis regarding the principle of cooperation consists of: maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. The application of the principle of cooperation is shown in the closed the door youtube channel dialogue entitled "Kaesang Pangarep, Bongkar-Bongkaran", as follows:

1. Maxim Quantity

Kaesang Pangara, as the resource person on the podcast hosted by Dedy Corbuzier, answered very coolly and without exaggerating, as is according to the needs of the questions so that listeners can easily catch the conversation. The utterance is in accordance with the maxim of quantity, which is very informative and appropriate to the context of the host's questions. During the opening ceremony for the podcast, the host, Dedi Corbuzier, bluntly asked about the funds the program had to spend to invite him to the Close the Door podcast. Apart from that, the former mentalist who is proud of Indonesia asked about sports and about Pak Jokowi's ambitions in running for president. From these questions the resource person or Kaesang Pangarep answered straightforwardly and without exaggerating. In accordance with the opinion of Leech, (1993: 128) which states that the maxim of quantity is a speaker who has the ability to inform the interlocutor by not exaggerating the answers asked by the speaker.

2. Maxim of Quality

The maxim of quality in the podcast begins when the speaker asks when the President was attacked by the opposition why Kaesang Pangarep as a child did not defend the President. Apart from that, starting with the question about Mr. Jokowi looking very human but many decisions in his government with very extreme rules and continuing to ask whether Mr. Jockey was a hard or soft person. Some of these questions were answered by the interlocutor or Kaesang Pangarep, who was very informative and in accordance with the facts that happened. The quality of the answers expressed by the informant must be supported and based on the evidence of the events narrated. The resource person explained according to what happened and with accurate evidence according to what was reported in the mass media. This discussion proves Rahardi's statement (2005: 55) that the interlocutor answers questions by telling the truth, telling things that are in accordance with data, facts, in the truth of the incident.

3. Maxim of Relevance

The maxim of relevance is found at the end of the podcast where the host or who is usually called Om Dedi thanks Kaesang Pangarep for attending his podcast, which reads "Thanks, bro, for coming, greetings to mama papah, bro." said the famous presenter. Then Kaesang Pangara also contributed or thanked Dedi Corbuzier, namely, "You're welcome." and Kaesang Pangarep asked an impromptu question to the host of the event at 49:21:16 which read, "Acan gini singletan isn't cold, you know?" and was answered by om Dedi "I was just AC directed to the guest star". Then he continued asking "My question is, your body is already big like this, why aren't you single too?" then greeted by the answer by Kaesang "Fear of disappointment." In this statement, Kasesang Pangarep did not want to love the former mentalist who was the pride of the World. Apart from that, at minute 37:36:14 Kaesang answered a question regarding privilege. When answering this matter, it was very visible through his statements. Kaesang answered honestly and according to the answer what the famous lawyer wanted. Kaesang explained that he really took advantage of the privilege he got, as long as he was responsible. The dialogue clearly contains elements of the maxim of relevance according to Leech's statement (1993: 144) which reads, there is good cooperation between the speaker and the interlocutor. Each speech partner and said mutually relevant contributions in discussing the topic being discussed.

4. Maxim of Way

The phenomenal Poadcast describes the maxim of manner at 20:46:02 which reads, "You are a businessman. If you don't become president, will you still be in business or don't you want to continue politics?" then answered Kaesang "Interested, but not for now. You can, but if you

can, don't, just stay focused on business." Then followed the question "Does that mean you don't care about Indonesia?" Then Kaesang Pangarep answered Dedy Corbuzier's question, namely "What if I don't care how many employees I have. I have a lot of employees." The conversation contains the maxim of manner according to Leech's statement (1993: 154) which states that speakers and speech partners are in a dialogue that is not wordy, focused on the topic of conversation, and is not ambiguous. Choose the right and effective vocabulary so that it is easy to understand and be understood.

CONCLUSION

In the implications of the podcast dialogue on the close the door YouTube channel entitled "Kaesang Pangarep, Bongkar-Bongkaran" there are four principles of cooperation, namely the maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner. The function of the quality maxim of the speech partner is to provide information according to the facts and data that occur in the field. Maxim of quantity, this maxim functions as the speaker or interlocutor to explain according to the needs according to the context. Next is the maxim of relevance which functions as a maxim in which the speech partner or speaker contributes significantly to the topic being discussed, and the last is the maxim of manner. The maxim of manner which describes the source explains clearly, directly, blatantly, does not beat around the bush, and does not contain elements of ambiguity.

In the framework of this analysis can be carried out with the same data but more complete and in-depth. It does not only analyze the principle of cooperation but also includes the principle of politeness and implicature, as well as an analysis of language errors. So that as a student teacher candidate can have a more mature mastery of linguistic theory, especially pragmatics.

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