

## **VIOLATION OF THE PRINCIPLES OF LANGUAGE POETTY IN DEDDY CORBUZIER'S PODCAST ON THE TOPIC "ZARA KEMETU KYLA" AND ITS IMPLICATIONS FOR INDONESIAN LANGUAGE LEARNING IN HIGH SCHOOL**

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### **ABSTRAK**

The purpose of this research is to describe the forms and factors of violations of the principles of politeness in Deddy Corbuzier's podcast with the topic "Zara Meets Kyla" and the implications of the research results for Indonesian language learning in high school. This research uses a descriptive qualitative approach. The form of data in this research is speech in Deddy Corbuzier's podcast with the topic "Zara Meets Kyla" which violates the principles of language politeness. The data collection technique uses the listening method and note-taking technique. The data analysis technique uses a pragmatic matching method with the basic technique of selecting determining elements (PUP) and the advanced technique of comparing comparisons (HBB). The technique for presenting the results of data analysis uses informal methods. The results of the research showed that there were 51 forms of data and factors that violated the principles of language politeness. 18 data (35%) were obtained from speech between podcast hosts, 26 data (51%) were obtained from speech between guest stars, and 7 data (14%) were obtained from speech between podcast hosts and guest stars. This violation was dominated by conversations between guest stars, because the guest stars were having personal problems so their emotions became higher and less controlled. Forms of violation of the principles of language politeness are dominated by accusatory speech, because the speaker tries to destroy the reputation of the person he is speaking to. Factors that violate the principles of language politeness are dominated by factors that stimulate feelings of emotion, because the speech participant is in a state of high emotion so he cannot think rationally. The results of this research can be implied as learning media in the form of posters on argumentative text material for class XI high school students.

**Keywords: Politeness, Podcast, Implication.**

### **1. INTRODUCTION**

Humans as social creatures cannot possibly be separated from the social interactions of society. In social interaction, humans really need language as a means of communication. Without language, a person cannot interact with other people. As a communication tool in establishing social relations, the main function of language is a means of communication between members of society (Hermaji, 2021:2).

Language as a system of symbols in the form of sounds has certain rules and patterns that must be obeyed so as not to interfere with the communication process. Indonesian itself, which is the official state language, has several functions, namely a tool for state administration, a medium for accommodating national culture, and a tool for unifying ethnic groups in Indonesia (Chaer, 1998:2). So that communication activities run well, and arguments do not occur, we must pay attention to the principles of politeness in language. Therefore, Leech (2011:206-207) differentiates the principles of language politeness into six maxims, namely the maxim of wisdom (tact maxim), the maxim of generosity (approbation maxim), the maxim of generosity (generosity maxim), the maxim of humility (modesty maxim), the maxim agreement (agreement maxim), and the maxim of sympathy (sympathy maxim).

In communicating we must pay attention to three things, namely politeness, civility and ethics (Chaer, 2010: vii). However, in today's modern era, noble character and politeness which are the local wisdom values of the Indonesian people are starting to be displaced by developments in time and technology. This is often found in society, even in the school environment. Students who are the nation's next generation often ignore politeness in language towards teachers and older people. Of course, it is the job of teachers and parents to find a solution.

In this modern era, we can disseminate and obtain information quickly through digital social media, one of which is YouTube. Users of this media come from various groups, from teenagers, adults, to children. They use YouTube to disseminate information, obtain information, or just for entertainment. Deviations from the maxim of politeness on YouTube are often found in shows that are popular with the public, especially teenagers, namely podcast shows. A podcast itself is a video or audio recording that can be downloaded and listened to at any time via the internet. In conveying information, the use of language is very important for the development of individual personality and language. Therefore, the role of podcasts in conveying information is also very important so that the language used in podcasts must use polite language. One of the podcast programs that is popular with the public is the Deddy Corbuzier podcast, because the guest stars featured on the Deddy Corbuzier podcast come from various sources, such as officials, public figures and ordinary people.

Sourced from Detik.com (2023) Deddy Corbuzier ranks in the top three as the YoTuber with the highest income in Indonesia. Deddy Corbuzier's YouTube income is around US\$ 14,900-238,200 or Rp. 223.5 million-3.57 billion. Deddy Corbuzier's YouTube subscribers on January 16 2024 were 21.7 million, and the number of viewers on Deddy Corbuzier's YouTube channel reached 4.89 billion, so far Deddy Cobuzier has uploaded 1.4 thousand videos.

The author chose Deddy Corbuzier's podcast with the topic "Zara Meets Kyla" which has been uploaded to Deddy Corbuzier's YouTube channel since December 23 2023 with a video duration of 1 hour 46 seconds, because in this podcast there are many deviations from the principles of language politeness. This statement can be seen from the content of the video which is full of debates with harsh words. Within two weeks of its broadcast, Deddy Corbuzier's Podcast with the topic "Zara Meets Kyla" was able to reach five million viewers. This shows that there is a lot of interest in video podcasts on this topic, so this research is important to do.

This research has a problem formulation, namely: 1) What are the forms and factors of violations of the principles of politeness in Deddy Corbuzier's podcast with the topic "Zara Meets Kyla"? 2) What are the implications of the principle of language politeness in learning Indonesian in high school? It is hoped that this research will be able to provide benefits, both theoretical and practical benefits. Theoretically, this research can be used to increase insight and enrich linguistic knowledge, especially in the field of pragmatics related to the principles of language politeness. Practically, the results of this research can be used as constructive input to improve politeness in speaking, encourage teachers to improve the politeness of their students' language, and can be used as reference material for future researchers who have similar problems.

## **2. METODOLOGI PENELITIAN**

The approach used in this research is a descriptive qualitative approach. Denzin and Lincoln (in Anggito and Setiawan, 2018: 7) explain that a qualitative approach is an approach that uses a natural setting with the aim of interpreting events that occur through various existing methods. Anggito and Setiawan (2018:8) also stated that qualitative research does not use statistics. Arikunto (in Fiantika et al, 2022:23) said that the qualitative approach to the research instrument is the researcher himself so it is not separate from the activities being researched. This research uses qualitative analysis which is descriptive, because the data processing is in the form of written words which are analyzed to obtain results in the form of descriptions.

The data source in this research is Deddy Corbuzier's podcast with the topic "Zara Meets Kyla" which was downloaded from YouTube. The form of this research data is in the form of speech that violates the principles of politeness in Deddy Corbuzier's podcast with the topic "Zara Meets Kyla", whether made between podcast hosts, between guest stars, or between podcast guides and guest stars.

Data collection in this research used the listening method with basic tapping techniques and advanced note-taking techniques. The listening method is a method for obtaining data by listening to language use. The author will use the advanced technique in the listening method, namely the note-taking technique. Sudaryanto (2015:205) explains that the note-taking technique is a data collection technique that is carried out by recording on data cards. Using the note-taking technique, the author records speech that violates the principles of language politeness by guide and podcast guest star Deddy Corbuzier with the topic "Zara Meets Kyla".

The data analysis technique in this research uses a pragmatic matching method where the determining tool is the interlocutor. This method is used to identify linguistic units according to the reactions or consequences that arise in the interlocutor when the linguistic unit is uttered by the speaker. The basic

technique of this matching method is selecting the determining elements (PUP) with the advanced technique of contrasting comparisons (HBB) (Sudaryanto, 2015:25-31). The technique for selecting determining elements is the mental sorting power possessed by researchers. The technique of sorting determining elements (PUP) is a way to separate or sort the determining elements. In this stage the author separates data which is a form of violation of the principles of language politeness. After sorting the data, the data was analyzed based on six principles of language politeness using the HBB technique, namely comparing and contrasting with language politeness theory.

The stage carried out after analyzing the data is presenting the results of the data analysis. There are two ways to present the results of data analysis, namely through informal and formal methods. The presentation of the results of data analysis in this research uses an informal presentation method, namely formulation in ordinary words (Mahsun, 2017: 120). Formulation using ordinary words means that the words can be immediately understood when read, without using signs or symbols.

### 3. RESEARCH RESULTS AND DISCUSSION

#### 3.1 Forms and Factors of Violation of the Principles of Politeness in Language in Deddy Corbuzier's Podcast with the Topic "Zara Meets Kyla"

The linguistic phenomena in Deddy Corbuzier's podcast with the topic "Zara Meets Kyla" corresponds to the research topic based on 1) speech between podcast hosts, 2) speech between guest stars, and 3) speech between podcast hosts and guest stars. From these three situations, 51 data were found, 18 data were obtained from speech between podcast hosts, 26 data were obtained from speech between guest stars, and 7 data were obtained from speech between podcast hosts and guest stars. Data description and data classification can be seen in the following table.

**Table 3.1 Number and percentage of maxim violations based on interpersonal relationship situations.**

No	Interpersonal Relationships	Amount of Data	Percentage
1.	Between podcast hosts	18	35 %
2.	Between giest stars	26	51 %
3.	Between podcast host and guests	7	14 %
	Total	51	100 %

**Table 3.2 Classification of data based on the form of violation.**

No	Form of Violation	Amount of Data	Percentage
1.	Accuse	10	19,61 %
2.	Threaten	1	1,96 %
3.	Inciting	2	3,92 %
4.	Said	5	9,8 %
5.	Blame	2	3,92 %
6.	Challenge	1	1,96 %
7.	Self-defense	3	5,88 %
8.	Take advantage of the situation	1	1,96 %
9.	condescending	4	7,84 %
10.	Scoffed insulting make fun of	3	5,88 %
11.	Insulting	1	1,96 %
12.	Make fun of	5	9,8 %
13.	Reject	1	1,96 %
14.	Arrogant	4	7,84 %
15.	Disagreement	3	5,88 %
16.	Antipathy	5	9,8 %
	Total	51	100 %

**Table 3.3 Data classification based on violation factors.**

No	Violation Factors	Amount of Data	Percentage
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1.	Encouragement of the speaker's emotional feelings	26	51 %
2.	Protective of opinions	53	6 %
3.	Deliberately cornering the interlocutor	3	6 %
4.	Deliberately accusing the interlocutor	19	37 %
5.	Direct criticism	0	0 %
Total		51	100 %

### 3.1.1 Forms and Factors of Violation of the Principles of Politeness in Language based on Relationships between Podcast Hosts

There are forms and factors of maxim violations based on the relationship between podcast hosts, namely the maxim of wisdom, the maxim of generosity, the maxim of respect, the maxim of simplicity, the maxim of agreement, and the maxim of sympathy.

#### 3.1.1.1 Tact Maxim

Based on the relationship between podcast hosts, 7 data were found that violated the maxim of wisdom. The data has several forms, namely 3 forms of accusing, 2 forms of blaming, and 2 forms of name calling. The causal factors are deliberately cornering the interlocutor as much as 2 data, and encouraging the speaker's emotions as much as 5 data.

##### Data 1

Context: A conversation took place between Vidi, Deddy and Kyla. Vidi said that before the event, he only saw Zara without Kyla so he had not yet met Kyla. However, Kyla said that she was there from the start with Zara. Deddy also responded to the situation by saying that Vidi actually saw Kyla with Zara, but he just pretended not to see it.

##### Data Form

- (1) Deddy : "It's just you, you like to look down on people when you see them!"  
(04/DD/PM/03.00/2023)

Speech (1) above violates the maxim of wisdom. The violation of this maxim is shown in the statement **"It's just you, you like to look down on people when you look at them!"** which was conveyed by Deddy using a high tone. This statement violates the maxim of wisdom, because Deddy maximizes losses against Vidi by saying that Vidi likes to look down on people and doesn't want to greet other people first. This is not in accordance with the maxim of wisdom which contains the rule to make other people's losses as small as possible, and make other people's profits as large as possible. Based on the explanation above, the factor that causes the violation of the maxim of wisdom is deliberately cornering the interlocutor in the form of accusation.

#### 3.1.1.2 Generosity Maxim

Based on the relationship between podcast hosts, 1 data was found that violated the maxim of generosity in the form of self-defense, and the causal factor was the encouragement of the speaker's emotional feelings.

##### Data 2

context: Deddy talked about Vidi who likes to cancel his shooting schedule just to go to another event. Vidi, who thought Deddy was angry, thought that he would experience the same thing as Kyla experienced, namely Zara had her WhatsApp blocked. So that Deddy wouldn't block his WhatsApp messages, he tried to defend himself.

##### Data Form

- (2) Vidi : "Eh, Don't block me, are you crazy? Actually, I'm getting more and more oppressed here!"  
(Says Vidi to Deddy) (40/VD/PM/39.46/2023)

Speech (2) above violates the maxim of generosity. The violation of this maxim is shown in the statement **"Hey, don't block me, are you crazy? Actually, I'm getting more and more oppressed here!"** which was conveyed by Vidi. This statement violates the maxim of generosity, because Vidi maximizes profits for himself by saying that he has been wronged by Deddy. This is not in accordance with the maxim of generosity which contains the rule to cause as much loss for oneself as possible, and make as little

profit for oneself as possible. Based on the explanation above, the factor that causes the violation of the maxim of generosity is the encouragement of emotional feelings in the form of defending self.

### **3.2 Forms and Factors of Violation of the Principles of Politeness Based on Relationships between Guest Stars**

There are forms and factors of maxim violations based on the relationship between guest stars, namely the maxim of wisdom, the maxim of generosity, the maxim of respect, the maxim of simplicity, the maxim of agreement, and the maxim of sympathy.

#### **3.2.1.1 Approbation Maxim**

Based on the relationship between guest stars, 7 data were found that violated the maxim of appreciation. The data has several forms, namely 3 forms of derogation, 2 forms of sarcasm, 1 form of ridicule, and 1 form of rejection. The causal factors are encouraging the speaker's emotions by 6 data, and deliberately cornering the speaker's 1 data.

##### **Data 3**

Context: The conversation took place between Deddy, Vidi, Zara, and Kyla. Deddy introduces Kyla to Vidi. Vidi, who had just seen Kyla, said that Kyla had a similar face and way of speaking to Zara, but Zara didn't feel that way. Kyla, who heard Zara's answer, got a little emotional and showed an expression of disgust when she looked like her.

Data Form

(3) Kyla : "Iyuh... it's not the same!" (02/KY/BT/02.21/2023)

Speech (3) above violates the maxim of appreciation. The violation of this maxim is shown in the statement **"Yuh... it's not similar!"** delivered by Kyla. This speech violates the maxim of appreciation, because Kyla gives insults instead of appreciation to Zara as her speech partner, by saying a sentence that shows a condescending expression, namely the word "iyuh". This is not in accordance with the maxim of appreciation which contains the rule that participants in the speech must reduce insults and give as much appreciation as possible to the person they are saying. Based on the explanation above, the factor that causes the violation of the maxim of appreciation is the encouragement of feelings of emotion in the form of derogation.

#### **3.2.1.2 Modesty Maxim**

Based on the relationship between guest stars, 2 data were found that violated the maxim of simplicity. These two data have the form of self-aggrandizement and the factor of intentionally cornering the interlocutor.

##### **Data 4**

Context: A conversation took place between Deddy, Zara and Kyla. Deddy, who realized that his podcast was full of arguments, finally suggested that the two of them should give a good message to the audience. However, in conveying the message, Kyla still tried to be sarcastic about her sister, and tried to make herself proud.

Data Form

(4) Kyla : "The etiquette must be good as a person! Anyway, the sane ones just give in, like me." (49/KY/BT/54.10/2023)

Speech (4) above violates the maxim of simplicity. The violation of this maxim is shown in the statement **"The etiquette must be a good person! Anyway, the sane ones just give in, like me."** delivered by Kyla. This statement violates the maxim of simplicity, because Kyla maximizes self-praise, namely by implying that she is a sane person, and Zara is insane because she doesn't want to give in to her brother. This is not in accordance with the maxim of simplicity, because Kyla maximizes self-praise. Based on the explanation above, the factor that causes the violation of the maxim of simplicity is deliberately cornering the interlocutor in a form of self-aggrandizement.

#### **3.2.1.3 Agreement Maxim**

Based on the relationship between guest stars, 2 data were found that violated the maxim of agreement. This data has the form of disagreement and factors that cause protective opinions.

#### Data 5

Context: A conversation occurs between Kyla and Zara. Kyla said that when she and Zara were in Bandung, Zara suddenly wanted to go home, even though there was no urgent need. However, Zara said the reason she went home was because the driver wanted to go with her father. Zara also said that before going home, she had taken Kyla to a place to eat and put her suitcase in Antapani, which was quite far away, making her two hours late returning to Jakarta. However, Kyla disagrees with Zara's answer, saying that Antapani is a far away place.

#### Data Form

(5) Kyla : "No, it's not that far away from Bandung." (30/KY/BT/28.04/2023)

Speech (5) above violates the maxim of agreement. The violation of this maxim is shown in the statement **"No, Bandung is not far away."** which Kyla said repeatedly and made the two of them even more at odds. This statement violates the maxim of agreement, because Kyla does not agree, and completely disagrees with Zara's statement, saying that going back and forth around Bandung is not that far. This is not in accordance with the maxim of agreement, because Kyla builds complete disagreement. Based on the explanation above, the factor causing the violation of the maxim of agreement is being protective of opinions in the form of disagreement.

### 3.2.2 Forms and Factors of Violation of the Principles of Politeness Based on the Relationship between Podcast Hosts and Guest Stars

There are forms and factors of maxim violations based on the relationship between the podcast host and the guest star, namely the maxim of wisdom, the maxim of appreciation, and the maxim of sympathy.

#### 3.2.2.1 Sympathy Maxim

Based on the relationship between the podcast host and the guest star, 3 data were found that violated the maxim of sympathy. These three data have a form of antipathy, and the causal factor is deliberately cornering the interlocutor.

#### Data 6

Context: A conversation occurs between Vidi, Kyla, and Zara. Vidi asked Kyla how she supported Zara as her sister when she took part in the boxing competition, Kyla answered that she was embarrassed because Zara didn't win. Hearing Kyla's answer, Vidi agreed with her opinion and called out Zara.

#### Data Form

(6) Vidi : "Yes, be embarrassed because you lost." (12/VDNPBT/07.13//2023)

Speech (6) above violates the maxim of sympathy. The violation of this maxim is shown in the statement **"Yes, you're embarrassed because you lost."** which was conveyed by Vidi. This statement violates the maxim of sympathy, because Vidi does not sympathize with Zara's defeat in the boxing competition. Knowing that his guest star has experienced defeat, he should be sympathetic and encouraging, but instead it is the opposite, so it is not in accordance with the maxim of sympathy which recommends that participants in the speech must eliminate feelings of antipathy and maximize feelings of sympathy towards the interlocutor. Based on the explanation above, the factor that causes the violation of the maxim of sympathy is deliberately cornering the interlocutor in the form of antipathy.

#### Data 7

Context: Seeing Zara and Kyla continuing to fight, Vidi tries to make peace. However, Deddy was surprised by Vidi's efforts, because Deddy preferred to see the two of them fighting.

#### Data Form

(7) Deddy : "I like it when they make noise." (45/DD/PBT/46.46/2023)

Speech (7) above violates the maxim of sympathy. The violation of this maxim is shown in the statement **"I like it when you make noise."** which was conveyed by Deddy. This statement violates the maxim of sympathy, because Deddy, who saw the quarrel between his guest stars, did not stop or give advice, but instead was happy and supported the quarrel, so it was very clear that he did not sympathize with this sad situation. This is not in accordance with the maxim of sympathy which recommends that

participants must eliminate feelings of antipathy and maximize feelings of sympathy towards the person they are speaking to. Based on the explanation above, the factor that causes the violation of the maxim of sympathy is deliberately cornering the interlocutor in the form of antipathy.

### **3.3 Implications of the Principle of Politeness in Language Learning in High School**

From the results of the analysis, this research can have implications for learning to write argumentative texts in the independent curriculum as learning media in the form of posters. The poster contains speech that violates the principles of language politeness in Deddy Corbuzier's podcast with the topic "Zara Meets Kyla", which teachers can show to their students. Then the teacher explains the principles of politeness in language and discusses with the students to improve the speech in the poster into polite speech, so that students always apply politeness in language with everyone and always respect other people.

The learning objective is to prepare students to design and write argumentative texts with the theme of consuming staple foods other than rice by paying attention to the stipulated provisions. Thus, the implications of this research can be useful for students in writing argumentative texts using polite language.

## **4. CONCLUSION**

Based on the results of research regarding violations of the principles of language politeness in Deddy Corbuzier's podcast with the topic "Zara Meets Kyla" and its implications for Indonesian language learning in high school, two things can be concluded as follows.

### **1. Forms and factors of violations of the principles of language politeness**

- a. There are 51 forms of violations of the principles of language politeness in Deddy Corbuzier's podcast with the topic "Zara Meets Kyla" consisting of 16 types of speech, namely accusing, threatening, inciting, calling out, blaming, challenging, defending oneself, taking advantage of the situation, degrading, mocking, insulting, sarcasm, rejection, self-aggrandizement, disagreement, and antipathy. Of these 16 forms, the form of accusatory speech is dominated, because the speaker in Deddy Corbuzier's podcast with the topic "Zara Ktemu Kyla" tries to destroy the reputation of his interlocutor, divert other people's attention from his own mistakes, maintain his authority in front of others, and consider accusations as a way to express dissatisfaction with the person you are saying.
- b. The factors for violating the principles of language politeness in Deddy Corbuzier's podcast with the topic "Zara Meets Kyla" consist of 4 types of factors, namely encouraging the speaker's emotions, being protective of opinions, deliberately accusing the interlocutor, and deliberately cornering the interlocutor. Of these 4 factors, it is dominated by the factor of encouraging the speaker's emotional feelings, because the participants in the speech are in a high emotional state, so they are easily angry, frustrated or anxious which results in the speaker being unable to think rationally and producing harsh and offensive statements.

### **2. Implications**

The use of politeness research results in Deddy Corbuzier's podcast with the topic "Zara Meets Kyla" is not only limited to language, but is linked to education in the form of poster learning media on argumentative text material for class XI high school students.

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